NATIONAL PETROLEUM NEWS

April 8, 1953

The Oil Man's Magazine for 44 Years

3 Jobbers with a common aim: to cut costs and boost profits—p. 49

A Picture Interview with NOJC's Thompson Page 28

Clean-up campaigns brighten chances for customer good will, larger volume—p. 30

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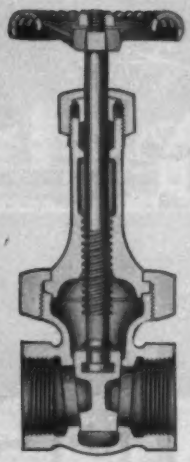

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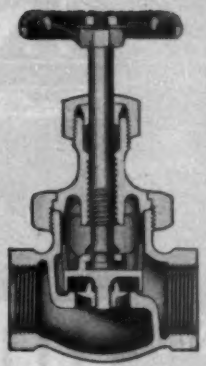

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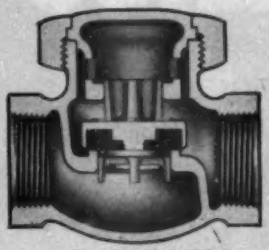

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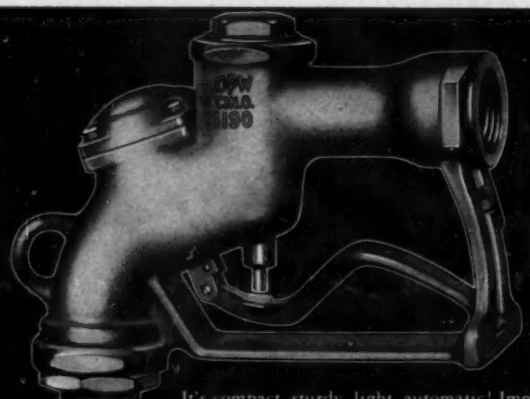

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NATIONAL PETROLEUM NEWS

A McGRAW-HILL PUBLICATION
Established in 1909

APRIL 8, 1953
Vol. 45—No. 14

COMING MEETINGS

APRIL

American Society of Lubrication Engineers, 8th annual meeting, Hotel Statler, Boston, April 13-15.

Indiana Independent Petroleum Assn., spring convention, Hotel McGurdy, Evansville, Ind., April 15-16.

National Petroleum Assn., Hotel Cleveland, Cleveland, Ohio, April 15-17.

National Tank Truck Carriers, Inc., Boca Raton Club, Boca Raton, Fla., April 16-19.

American Petroleum Institute, Division of Transportation, products pipeline conference, Hotel Muehlebach, Kansas City, Mo., April 20-22.

Oil - Heat Institute of America, annual convention, Edgewater Beach Hotel, Chicago, April 20-22

Michigan Petroleum Assn., annual spring convention, Detroit Leland Hotel, Detroit, April 21-22.

Interstate Oil Compact Commission, spring meeting, Roosevelt Hotel, New Orleans, La., April 24-25.

Independent Petroleum Assn. of America, Jefferson Hotel, St. Louis, Mo., April 27-28.

American Petroleum Institute, Safety and Fire Protection Committee, midyear meeting, Galvez Hotel, Galveston, Texas, April 27-May 1.

Fuel Oil Distributors Assn. of New Jersey, annual convention, Berkeley-Carteret, Asbury Park, N. J., April 29-May 1.

Natural Gasoline Assn. of America, annual convention, Rice Hotel, Houston, April 29-May 1.

MAY

Liquefied Petroleum Gas Assn., Conrad Hilton Hotel, Chicago, May 3-6.

American Petroleum Institute, Division of Marketing, mid-year meeting, Baker Hotel, Dallas, Tex., May 4-5.

Pennsylvania Petroleum Assn., Bedford Springs Hotel, Bedford, Pa., May 10-12.

American Petroleum Institute, Division of Marketing, Lubrication Committee, The Greenbrier, White Sulphur Springs, W. Va., May 11-13.

American Petroleum Institute, Division of Refining, midyear meeting, Hotel Commodore, New York, May 11-14.

Oil Industry TBA Group, Midwest Section, annual meeting, Kentucky Hotel, Louisville, Ky., May 14-15.

International Petroleum Exposition, Tulsa, Okla., May 14-23.

Empire State Petroleum Assn., Inc., annual meeting, Hotel Roosevelt, New York, May 17-19.

National Fire Protection Assn., annual meeting, Palmer House, Chicago, May 18-22.

Virginia Petroleum Jobbers Assn., spring meeting, John Marshall Hotel, Richmond, Va., May 21.

Independent Oil Men's Assn., of New England, annual convention, Statler Hotel, Boston, May 22.

Virginia Oil Men's Assn., spring meeting, John Marshall Hotel, Richmond, Va., May 22.

Canadian Oil Industry TBA Group, Royal York Hotel, Toronto, Canada, May 25.

North Carolina Oil Jobbers Assn., annual spring convention, The Carolina, Pinehurst, N. C., May 27-29.

JUNE

American Assn. of Battery Manufacturers, Chateau Frontenac, Quebec City, Que., June 1-3.

Eastern Biennial Exposition of Oil Heat, Hotel Statler, Boston, June 2-5.

Tennessee Oil Men's Assn., Patton Hotel, Chattanooga, June 8-9.

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Roy Thompson, NOJC chairman, is the subject of an exclusive picture interview.

What's New in Credit 34
Eastern credit men hear how bank-managed home fuel oil credit plan works, and discuss ideas on loaning money to dealers.

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Behind Our Headlines

During most of the past six or eight weeks, we have had our Midwest Editor, Len Castle, digging into the question of percentage margins. The object: a full-scale presentation in NPN of the pros and cons of this hotly controversial subject.

Frankly, one of the reasons we assigned Len to this project was that we wanted to learn for ourselves all we could about this idea, endorsed by the National Oil Jobbers Council, of substituting a percentage markup for the cents-per-gallon method of setting jobber margins. More than that, however, we felt that a factual laying out in NPN of the arguments for and against would make for a better industry understanding of what is involved and perhaps contribute in some measure to a settlement of the question.

So, except for an occasional time out to attend some association meeting, Midwest Editor Castle has been pretty much missing from his usual haunts of late. There was a week spent recently in New York during which he talked with Independent marketers and representatives of several of the supplying companies. This week he was up in Michigan for a day or two discussing percentage margins with one who has made a particularly thorough study of the subject. And, before that, there was much digging and prying around in company offices in Chicago.

Len reports getting excellent co-operation from everyone of whom he has inquired, even to the point where he has been allowed access to confidental company studies. He also advises that he now has things pretty much buttoned up and is getting squared off for the writing part of his assignment. For Len, that shouldn't be too difficult. He's a fast, easy writer, although you wouldn't think so seeing him hunt and peck away at his trusty portable.

The long and short is that we now anticipate having Len's completed story in hand in ample time to permit giving it a good play in the April 29 issue—as another in NPN's series of special reports aimed at giving our readers the kind of solid facts that help make for sound decisions.

Herbert A. Yocom

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AHEAD OF THE NEWS

FEDERAL GASOLINE TAX—Another lively round in the states vs. federal rights and duties fight is shaping up over the gasoline tax. Resolutions have been introduced in 32 states—and passed in 12—asking the federal government to get out of the automotive excise tax field, including the federal gasoline tax of 2c per gal. However, it seems unlikely that Congress will take any action this year. Reason 1: Federal government doesn't want to lose the revenues. Reason 2: President Eisenhower has recommended establishment of Hoover-type commission to study federal tax and aid programs in effort to determine how much overlapping can be eliminated. This commission no doubt would include a study of the federal gasoline tax. Congress probably will do nothing until the commission's recommendations are made.

• • •

SOMETHING NEW IS ADDED—American Oil soon will blossom out with a new motor oil, the features of which still remain "under cover." This adds another oil to the rash of new products which seem to have invaded the market in recent months, beginning with Esso's Uniflow. Sinclair's new oil is due out very soon now and Gulf already has its 5W on the market. According to reports, other companies have new motor oils in the works also, with many of them in the 5W category. Regarding Uniflow, the all-season oil, one major marketer was heard to wonder aloud whether his company should not consider marketing Uniflow through its outlets.

• • •

NEW BATTERY PITCH—One Independent marketer currently is planning to come out with his own battery brand. Tentatively, plans call for a battery company to make the batteries for the jobber and ship them dry to the marketer's warehouse where the units will be filled and charged. Serious consideration is being given to use of colored battery cases.

• • •

STRAWS IN THE WIND—Guaranteed lubrication for service station customers is being given more and more serious consideration, judging from reports in the field. Currently Atlantic Refining is pushing its "guaranteed lubrication" program along the East Coast, even listing the stations in various areas which are qualified to give this kind of service. The announcement in NPN (March 11, p. 7) that one Independent marketer was seriously considering establishment of a guaranteed lubrication program "to be sold" at stations attracted numerous inquiries which implied more than passing curiosity. While not at the service station level, Pure Oil's recent promotion of free motor oil analyses for fleet vehicles seems to fit into the overall picture also. This may be the formulative period which could eventually blossom into a definite trend.

CHECK HIS STORY—With farm credit payments tightening drastically because of falling grain and livestock prices, jobbers in the Midwest are being warned against taking the word of individual farmers that competitive oil men are cutting the consumer tank wagon price. Several jobber leaders point out that rural markets have been disrupted by farmers who tell their petroleum suppliers, without any basis of fact, that another oil man has offered them a lower price. Without checking the veracity of the farmer's statement, the oil man too often has lowered his price to meet a non-existent price of a competitor. In many cases, this action has started a vicious circle which has led to a breakdown of the consumer tank wagon. Jobber spokesmen declare that jobbers, as well as commission agents and co-ops, should check thoroughly to determine whether a farmer is speaking the truth when he tells his supplier he has a "better deal" from another source.

• • •

DEPRECIATION—Although there is talk in Washington now of liberalizing depreciation provisions for tax purposes, don't expect any major development any time soon. Reason: if permission were granted generally for companies to write off depreciation more quickly, there likely would be a sharp drop in revenue, and Uncle Sam doesn't want the flow of tax money to dwindle. Eventually, there is apt to be some gradual easing. But not all at once, or soon.

• • •

POLICY CHANGE?—Justice Department is evolving a new technique for broad economic surveys of such matters as identical bidding on government contracts and concentration of industry. Previously, DJ insisted on investigating only specific, individual complaints. The new program will deal with complaints which are not in themselves worthy of full-scale probe but might be important when lumped together. This is something which the Federal Trade Commission normally does. DJ contends that its investigations will lead to "worthwhile litigation" not just "abstract studies." Key: DJ has long been impatient with FTC methods and apparently aims at showing how economic studies with prosecutive overtone should be conducted.

• • •

SYNTHETICS PULLBACK—If Interior Secretary McKay has his way, the government definitely is out of the picture so far as commercial production of synthetic liquid fuels is concerned. The tip-off came in the department's decision to whack from the fiscal 1954 budget the $2 million originally asked for operation of the large-scale demonstration plant at Louisiana, Mo. That cut was personally sanctioned by Mr. McKay. He feels that the government should conduct basic research in various fields but definitely should "stay out of the business."

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Remember, as long as a *single* pint of blood may mean the difference between life and death for *any* American . . . the need for blood is *urgent!*

WASHINGTON

Complex Woes of Their Oil Operations Have the Military Reaching for Aspirin

By Andrew R. Patla, *Washington Editor*

Around and around it goes and where it stops nobody knows. Yes, this would be a perfect description of the military's oil problems. As fast as one thorny issue is disposed of, another explodes in a threat to the military oil operation.

For many months, the military had been saddled with the unenviable job of trying to sell the industry on installing or rehabilitating facilities to produce alkylates for the aviation gasoline program. Response had been limited. Refiners were shying away from cost-determination provisions in the contracts which gave the military the final voice. The military finally saw fit to ease this and other provisions in the five-year contracts.

However, it still had the problem of easing the financing problems of the smaller refiners who had to turn to outside sources for investment capital. So the military, with some priming from the PAD, got Congress to allow advancing construction costs from funds which previously had been held in "escrow" only to underwrite product purchases and the costs of possible stand-by operations in the event the military could not sustain its purchase agreements.

* * *

At the very time these kinks were being ironed out, however, the military began feeling the pinch of inadequate storage for avgas and other oil products. Renewed pleas for lease contracts (see NPN March 11, p. 11) have had little success. There have been some bites but few fish landed.

Despite assurances from the military that its needs for storage will continue for at least the next several years and despite an attempt to make rental payments more attractive, the industry just is reluctant to make commitments on the basis of a one-year contract and renewal options for future years. There have been protests also as to the lease payments being inadequate and concerning the general difficulty in trying to do business with the government, but the big bugaboo definitely has been the one-year contract. Operators who might have available storage appear reluctant to tie it up on this basis. By the same token, those who might have to build additional storage would seem to want more assurances that their investment could be amortized. There is also the problem of trying to get outside financial help in cases where the one-year contract would be the prime security.

So where to go from here? The obvious solution would be to negotiate long-range contracts. In fact, the military has this very idea kicking around but whether it can sell it is another proposition. For storage contracts it does not have available anything like the special fund of $82 million authorized by Congress for underwriting five-year alkylate contracts. The military would have to persuade Congress to depart from the general policy in limiting service contract appropriations to one-year periods. If the storage pinch does become acute enough for the military to move in this direction, however, it is going to run up against a tight-fisted Congress made even more so by the administration's widely-publicized economy gestures.

* * *

And, if all this has not been enough, a new log jam is developing in the oil stream to the military. All of a sudden the high brass has moved to step up the munitions program. It apparently means to pull out all stops, regardless of the effects that might be felt in equally significant areas, such as avgas production.

Chances are it won't be able to utilize them all at once but anyhow the Army has called in more than 200 of its tank cars that had been leased to suppliers of sulfuric acid and also were being used to haul other avgas components. In addition the Army wants Defense Transport Administration to divert another 160 privately-owned cars to the munitions program.

Unless something can be done to lessen the impact of these car losses, Armed Services Petroleum Purchasing Agency is going to have to face up to an 8,000 to 10,000 b/d slash in long-tight avgas supplies.

If there is any consolation to be gleaned from these tales of woe it would rest in the philosophy that it doesn't pay to fret too much about today's worries for tomorrow may bring more.

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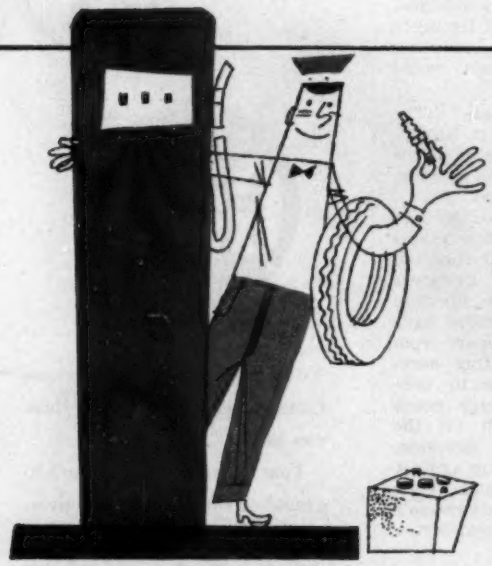

Sales of Tires, Batteries and Accessories reach new highs as aggressive merchandisers tie in with oil company and oil jobber TBA programs

Service stations have become the major sales outlets for TBA merchandise. Every day, more than 5 million customers drive in . . . buy more than half of all replacement Tires, Batteries and Accessories being sold.

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TBA*

*TBA is the oil industry's designation for Tires, Batteries and Accessories

Advertisers of Tires, Batteries and Accessories place record-breaking total of advertising pages in NATIONAL PETROLEUM NEWS

Each year, more manufacturers of TBA merchandise are discovering the advertising value of *National Petroleum News* in reaching and selling marketing men in oil companies and oil jobber organizations.

They have found that NPN is the overwhelming choice of all trade publications with this group—that 82.4% of its readers renewed their paid subscriptions again this year—that a recent survey showed it to be the preferred book of 92% of oil jobbers and 80% of oil company marketing men.

National Petroleum News was a pioneer with TBA news and articles, now has a full-time TBA editor. It calls every week on the men who direct the growing TBA programs for service stations, and who spend more than $600 million annually for TBA merchandise. From its authoritative sources, it publishes a complete TBA Directory and Buyers' Guide each year.

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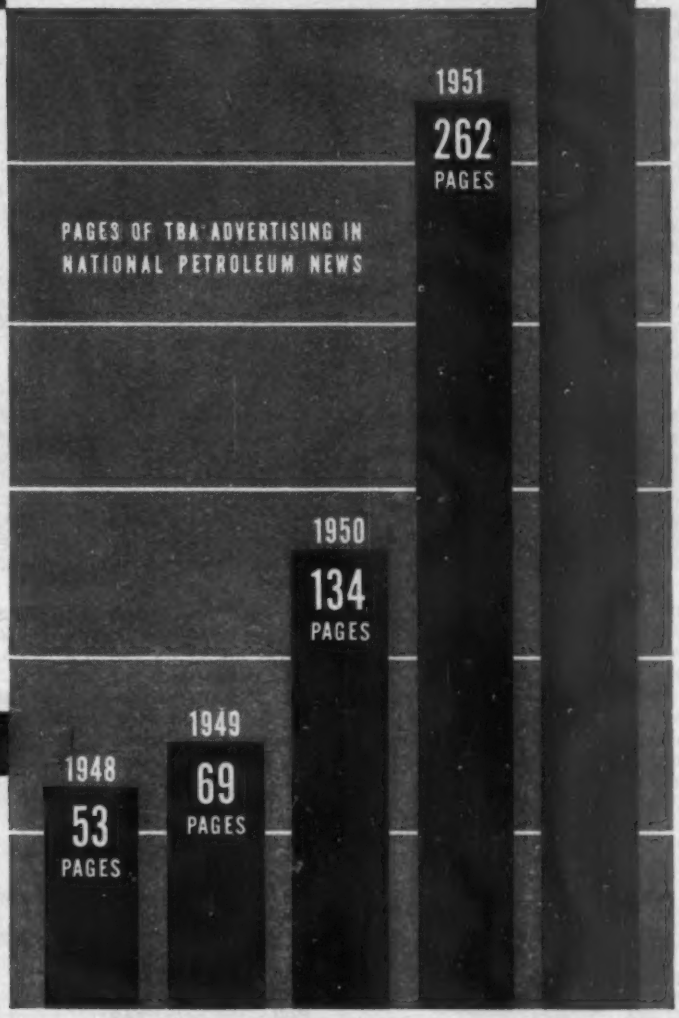

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Pennsylvania Grade Crude Production Seen Dropping to 51,000 b/d in 1953

Production of Pennsylvania grade crude oil probably will not exceed 51,000 b/d during 1953, according to the annual report of the South Penn Oil Co.

This forecast amounts to a 2% decrease in production from the 1952 output of 52,923 b/d. Pennsylvania grade crude production was slightly in excess of the demand, the report said, resulting in an addition of 275,964 bbls. to the inventory, which totaled 1,804,147 bbls. on Dec. 31, 1952.

This figure, the report stated, was the fifth lowest year-end total reported in the last decade and only half of the inventory on hand at the time of the Pearl Harbor attack in 1941.

Demand for Penna. grade crude in 1952 averaged 52,169 b/d compared with 54,732 b/d in 1951, a 4.7% decline. The high lubrication requirement following the outbreak of the Korean War was not maintained in 1952 at the demand level maintained during the previous 18 months, the report noted.

"The lesser production recorded in 1952 was due primarily to the continued heavy abandonment of wells since producers were attracted economically by the relatively high prices obtainable for second-hand oil country steel and tubular goods resulting in an extraordinary number of abandonments," South Penn said.

Gasoline Stocks Down — Gasoline inventories showed a decline in the week ended March 28, after three successive record-breaking weeks, according to an API report.

The decline in gasoline inventories coincides with the start of secondary inventory buildup to meet the expected heavy demand for gasoline this summer (see summary below).

Distillate fuel stocks were up slightly, the report said, while withdrawals of kerosine from storage amounted to 75,000 bbls. In the previous week kerosine and distillate withdrawals together totaled 2,942,000 bbls.

Crude oil and condensate production averaged 6,482,050 b/d, down 6,850 b/d from the week ended March 21.

Product Stocks Up—Current data from the Bureau of Mines for February indicates that total stocks of refined products were about 32 million bbls. higher than a year ago. This situation, the bureau said, reflects a "relatively high rate of crude runs combined with abnormally mild weather that has reduced oil requirements below the previous estimate."

The bureau said stocks on Jan. 31 amounted to 385,000,000 bbls., which is 33,600,000 bbls. higher than Jan. 31, 1952. December stocks of 395,000,000 bbls. were up 23,900,000 bbls. from a year ago.

The bureau also noted:

The amount of domestic crude petroleum that will be consumed or exported in April, 1953, is estimated at 6,310,000 b/d, compared with 6,380,000 b/d forecast for March. The forecast includes estimates of a total gasoline demand of 104,000,000 bbls. in April, a gasoline yield of 43.9% and crude runs totaling 6,790,000 b/d.

Distillate Supply Up—Days' supply of distillate fuel oil and kerosine was higher on March 31 than it was in previous month or same month last year. Finished and unfinished gasoline, however, remained the same as the previous month and two days under same time in 1952. The figures are calculated on a basis of the Bureau of Mines total demand statistics. Distillate fuel oil increased from 28 days on Feb. 28 to 54 days on March 31. Demand on March 31, 1952, showed 46 days' supply. Kerosine stocks showed 76 days' supply on March 31, as against 61 days on Feb. 28 and 72 on March 31, 1952. Days' supply of gasoline stood at 46 on March 31, compared with the same number on Feb. 28 and 48 days on March 31, 1952. Detailed figures follow:

	Mar. 31 1953	Feb. 28 1953	Mar. 31 1952
Finished & unfinished gasoline	46	46	46
Kerosine	76	61	72
Distillate fuel oil	54	48	46
Residual fuel oil	28	28	28

Bureau of Mines total demand forecast figures for second quarter 1953 have been used to cover the period three months ahead in calculating days' supply of primary stocks (API data) shown for March 31, 1953. Comparative figures for primary stocks at the end of the preceding month were calculated from API data. Comparative figures for 1952 data shown were calculated from Bureau of Mines actual stocks figures for the date shown and actual consumption figures for the period three months beyond that date.

Gasoline Consumption — API reported the January gasoline consumption estimates for 29 states and the District of Columbia as follows (in thousands of gals. with comparative figures for January, 1952, and percent of change):

	Jan. 1953	Jan. 1952	% Change
Arizona	28,438	24,742	+14.9
Arkansas	36,196	35,836	+ 1.0
Connecticut	44,140	41,599	+ 6.1
Delaware	9,057	8,513	+ 6.4
Dist. of Columbia	16,750	16,920	— 1.0
Georgia	76,556	73,061	+ 4.8
Illinois	168,901	168,848	.....
Indiana	102,524	91,026	+12.6
Iowa	63,666	65,934	— 3.4
Kentucky	51,429	51,524	— 0.2
Louisiana	51,477	52,829	— 2.6
Maryland	50,907	47,254	+ 7.7
Montana	14,366	13,609	+ 5.6
Nebraska	35,110	34,776	+ 1.0
New Hampshire	10,352	9,842	+ 5.2
New Jersey	117,474	110,513	+ 6.3
New York	223,391	206,598	+ 8.1
North Carolina	89,412	83,931	+ 6.5
North Dakota	13,357	10,612	+25.9
Ohio	186,150	184,591	+ 0.8
Oregon	38,676	36,171	+ 6.9
Pennsylvania	188,679	179,730	+ 5.0
Rhode Island	14,609	13,846	+ 5.5
South Carolina	46,235	43,536	+ 6.2
South Dakota	18,503	15,878	+16.5
Texas	383,357	290,181	+32.1
Vermont	7,324	6,777	+ 8.1
Washington	54,467	49,002	+11.2
West Virginia	32,862	29,686	+10.7
Wyoming	9,549	8,717	+ 9.5

Exports Show Gain—U. S. exports of major oil products increased 70.3% to an average of 247,100 b/d during the four weeks ended March 6 from the four-week period ended Feb. 6. A summary of PAD's weekly report follows:

	Week Ended Mar. 6	Week Ended Feb. 27	4 Weeks Ended Mar. 6	Change from 4 Weeks Ended Feb. 6
	(thousands of b/d)			
Avgas	77.7	26.0	42.7	+18.5
Mogas	11.7	62.3	37.5	+11.5
Kerosine	0.9	6.2	10.8	+ 2.6
Distillate	92.7	127.9	106.6	+27.3
Residual	43.2	63.0	50.7	+10.4
Total	226.6	285.4	247.1	+70.3

Summary of API Report on Refining Operations

(U. S. Totals — B. of M. Basis)

Production	Week Ended March 28	Week Ended March 21 (figures in bbls.)	Increase or Decrease
Crude runs—daily avg.	7,000,000	7,099,000	— 99
Foreign crude included	675,000	590,000	+ 85
Percent operated	92.3	93.6	— 1.3
Gasoline	22,659,000	23,256,000	—597
Kerosine	2,411,000	2,866,000	—455
Distillate fuel oil	10,159,000	10,338,000	—179
Residual fuel oil	8,863,000	8,944,000	— 81
Stocks			
Finished & unfinished gasoline	162,878,000	163,324,000	—446
Kerosine	18,417,000	18,492,000	— 75
Distillate fuel oil	59,757,000	59,751,000	+ 6
Residual fuel oil	41,002,000	41,844,000	—842

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They've got everything . . . light weight, greater payload capacity, long life . . . to help us give our customers the best in service, and make us a nice profit on every trip."

Says T. C. FITZGERALD, President,
LIQUID CARRIERS
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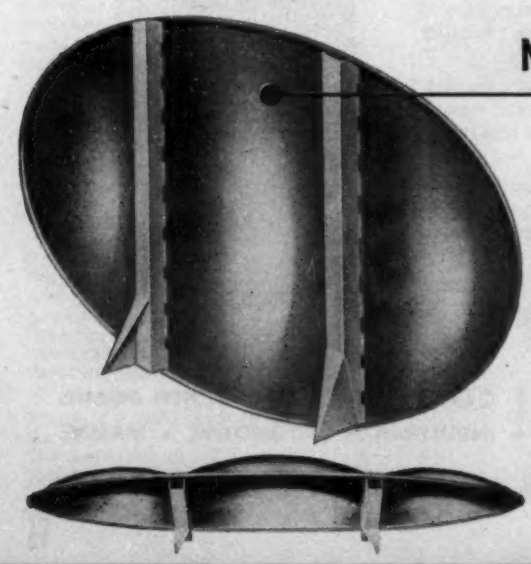
Each pound eliminated in Heil Transports means money earned in additional gallonage and reduced operating costs. The new Heil 6000-gallon lightweight tank actually weighs 1000-lbs. less than the former conventional unit of 5750-gallon capacity. This provides an additional payload of 250-gallons per trip, with the same gross weight. On the basis of one trip a day, it means hauling a bonus payload of almost 100,000-gallons per year. Think what this means, profit-wise, in your highly competitive business!

GREATER STRUCTURAL STRENGTH FOR LONG SERVICE LIFE

Add *extra* years of service to extra gallons hauled per year and you see why the Heil lightweight transport is a real money-maker. Heil's new transports are structually stronger than ever, with the stamina to stand up under years of punishing service. Heil research has proved that the fewer the number of separate pieces it takes to build a transport, the greater its strength and potential life. In the new lightweight design, 58 fewer pieces are used than in previous models, and 220 less feet of welding are necessary!



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One of the most revolutionary advancements in the Heil lightweight transport is the design of the new triple-dished heads, the strongest ever developed. These deeply dished, reinforced heads are formed and flanged in one operation by a Heil-designed hydraulic press to assure precise uniformity for strong, straight tank structure. Closed box-section reinforcing channels welded to the integrally formed straight-edge surfaces of the heads separate the three deep-dished contours and make an unbelievably strong unit. Intensive stress and strain gauge tests show the new Heil heads to be the most resistant to liquid surge, and the most efficient in transfer of shear loads from tank shell to fifth wheel and running gear.

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For greater payload, well within legal load limitations, for lower operating and maintenance costs, and for long, trouble-free service life . . . be sure to investigate *every* bonus feature of the new Heil Trailerized Petroleum Transport. Write for complete details today.

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The absorption of road shocks and high frequency vibration reduces metal fatigue in frame and body.

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Controlled, easy ride and positive braking action reduces bounces, excess deflection and skidding. Results in more tire carcass life and slower, even tread wear.

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NATIONAL PETROLEUM NEWS

April 8, 1953

Oil Hopeful Imports Controversy May Be Settled Within Industry

A note of restrained optimism seemed to be creeping into discussions of the oil imports question this week.

Straws in the wind were:

1. An outspokenly hopeful view by a representative of the Independent Refiners Assn. of America that the importing companies are "aware" of the problem and are "earnestly" seeking to solve it by voluntary action.

2. A declaration by General Counsel Russell B. Brown, Independent Petroleum Assn. of America, that, with all the problems facing it, Congress should not be asked to "stop and clean up, for us, a mess created by some in our industry."

In addition, the White House finally stated its wishes on an extension of the Reciprocal Trade Agreements Act: A simple, one-year extension from June 12, 1953, with no important changes.

President Eisenhower told newsmen he was not ruling out any minor modifications but would prefer exhaustive consideration before any revision is made in the basic law. There were persistent reports that he will ask Congress to authorize a Hoover Commission type study of the trade question before any major changes are made.

House Hearings Next Week—Under the Simpson Bill introduced in the House, the whole reciprocal trade policy would be sharply curbed and oil imports would be subject to drastic reductions. The House Ways and Means Committee opens hearings on the measure April 22.

The IRAA official consulted with at least seven of the major importing companies and said he found all of them were "aware" of the imports problem now where "some of them may not have been two months or a month ago." He found that some of the companies were more "deeply concerned" than others.

Optimistic—An index to this concern, he said, was the fact that the companies are cutting back both actual imports and refining runs, overseas and domestic.

"I am optimistic over the situation," he said. "All of them are earnestly seeking to do something about it as individuals."

At press time, there was no indication of White House reaction to letter by IRAA President M. H. Robineau proposing a government-sponsored meeting of the industry to thresh out the imports matter. IRAA still favors executive action over the legislative approach and would like to see the Petroleum Administration for Defense take the lead for a conference.

A Few Cause Big Problem—In a letter to IPAA President Charlton H. Lyons, Mr. Brown attributed the imports problem to "the stubbornness or unwillingness of only a very few importing companies."

"It may be that they are neither stubborn nor unwilling but are unable," Mr. Brown observed. "In that event, we all should be willing to assist in correcting the cause of their inability.

"I am inclined to the belief that importing companies are unable themselves at this time to correct the evil that has come to be an accepted fact."

But, Mr. Brown added, "there is no present plan of voluntary action that seems to justify confidence."

Taken together, the developments seemed to point toward a faint lessening of the possibility that oil imports would cause a general industry split.

Oil imports were off 182,700 b/d for the week ended March 28. The average for the four weeks was 1,054,000 b/d as compared with 1,101,600 b/d for the four weeks ending March 21.

In addition, refinery runs were 7,000,000 b/d for week ended March 28 as compared with 7,099,000 b/d for week ended March 21.

While all this apparently is giving rise to some optimism, the issue was by no means settled.

Bill Limits Imports—The Senate was handed a bill this week by Senator Carlson (R., Kan.) that would limit imports of all petroleum and petroleum products to 10% of the U. S. demand for the corresponding quarter of the preceding year, as reported by the Bureau of Mines.

This would write into law the views of the IPAA Imports Policy Committee.

OHI Hits Import Cut Plans—Meanwhile, the Oil Heat Institute of America was urging its members to protest to Congress on any proposed legislation to restrict petroleum imports because such legislation would:

1. Increase product prices, increasing amount of capital needed to finance inventories.

2. Jeopardize product supplies.

3. Foster increased federal jurisdiction over petroleum, possibly leading to end-use control over fuels.

4. Create inequities and confusion in administering import allocations.

Net Profits of 26 Suppliers Average 3.3% Off in 1952

Combined 1952 net earnings of 26 U. S. oil suppliers declined an average of 3.3% from 1951. Only eight companies listed showed gains, which ranged from 0.4% to 5.9%. The other 18 companies listed reported profit drops ranging from 1.9% to 59.7%.

Company-by-company comparisons follow:

	1952	1951	% Change
Atlantic	$40,426,955	$45,067,298	—10.3
Cities Service	49,258,591	57,177,000	—13.9
Continental	38,087,890	41,292,692	— 7.8
Deep Rock	904,164	2,241,355	—59.7
Gulf Oil	141,820,000	140,071,000	+ 1.2
Humble*	145,292,000	169,481,000	—14.3
Lion Oil	10,211,425	11,751,026	—13.1
Mid-Continent	15,590,497	17,062,182	— 8.6
Ohio Oil	39,354,021	41,681,663	— 5.6
Phillips	75,284,261	73,711,229	+ 2.1
Plymouth Oil**	9,648,095	10,295,792	— 6.3
Pure Oil	27,304,373	33,593,727	—18.7
Richfield	25,624,998	28,218,281	— 9.2
Shell Oil	90,800,000	97,020,000	— 6.4
Sinclair	86,475,303	81,898,490	+ 5.6
Skelly Oil	28,032,692	31,074,985	— 9.8
Socony-Vacuum	171,091,587	161,622,159	+ 5.9
South Penn.	7,206,628	7,347,655	— 1.9
S. O. California	174,030,499	173,341,211	+ 0.4
S. O. Indiana	119,980,000	148,700,000	—19.3
S. O. New Jersey	518,000,000	528,460,779	— 2.0
S. O. Ohio	17,697,083	23,164,581	—23.6
Sun Oil	43,013,063	45,353,643	— 5.2
Sunray	24,724,411	24,282,516	+ 1.8
The Texas Co.	181,242,172	178,774,677	+ 1.4
Union Oil	27,579,759	27,295,971	+ 1.0
Total	$1,963,388,467	$2,030,499,942	— 3.3

*Omitted from total, since 72% of Humble's undistributed earnings are included in Jersey Standard's consolidated net income.
**Includes Republic Oil Refining.

Final Control on Materials, Stockpiling Sought for ODM by President Eisenhower

President Eisenhower last week asked Congress to approve his plan to give the Office of Defense Mobilization top power in defense materials controls, stockpiling and future planning.

He did not ask Congress to approve a specific blueprint, for the actual operation of the system is an administrative function and thus does not require congressional approval. That is, the reorganization plan outlines the job to be done but leaves to ODM the decision on how it will operate internally.

ODM probably will not spell out its operational procedure until the reorganization plan has been approved by Congress (if Congress hasn't acted on it within 60 days, it automatically goes into effect).

All indications now, however, are that ODM will delegate its functions relating to petroleum to the Department of Interior. And Interior Secretary McKay has said that he thinks PAD is the proper agency to do the job for his department.

In delegating authority to other administrative branches of the government, ODM will continue to have the final say on major matters, but will leave the basic work to the agency to which it has passed its authority.

The new, enlarged ODM consolidates numerous functions formerly scattered among a number of agencies. It absorbs, for example, the National Security Resources Board, and it will take over the stockpiling authority formerly controlled by the military through the Munitions Board. It will also have the materials and planning controls formerly carried out by the Defense Production Administration and NSRB.

As far as PAD is concerned, it likely will continue under the new set-up pretty much as under the old. That is, on petroleum matters related to defense and defense-supporting activities and on long-range planning and surveys, PAD will represent the petroleum industry.

There is no doubt that it will be less active than it has been for there will be less for it to do. Therefore, its personnel and its duties will be reduced considerably and, as more and more problems are licked, it will become smaller and smaller until it fades away unless some new emergency arises.

Secretary McKay is alert to one danger in the wind-up phases of PAD's operation: He realizes that as the agency's activities become less important, it will become more and more difficult to get top men from the industry to come to Washington to serve with PAD.

He is afraid there's a possibility PAD might wind up with "second stringers" from the industry, and he doesn't want that. So he has put the problem to industry: If you want a PAD which will continue to represent the industry, you must send capable men here to do the job.

Asks Extension—Secretary McKay, appearing before a congressional committee last week, asked for continuation of full authority to grant priorities and make materials allocations until June 30, 1954—a one-year extension of present authority.

The secretary emphasized, however, that the Administration plans to make only limited and sparing use of materials controls.

"In the defense-supporting area in general, but particularly in connection with facilities for producing aviation gasoline . . . priority assistance for individual projects or items will probably be required," Mr. McKay said.

Other recommendations he made included these:

1. Continuation of authority for "voluntary agreements among businessmen which (the President) finds will further the purposes of the mobilization program."

2. Retention of authority to "obtain the services of skilled executives and technicians from industry without payment of compensation by the government."

3. Keeping available financial incentive powers. Mr. McKay testified that industries under his jurisdiction have made little use of government loans or loan guarantees, relying, instead, on accelerated tax amortization. One exception he noted was the loan program for military petroleum storage.

4. Elimination of the provision denying the federal government authority to limit use of natural gas in states which have certified they have undertaken that responsibility. Mr. McKay said he was aware that the provision was instituted for use in relation to PAD Order No. 2—which restricted gas use extensions in areas where the gas supply was short—but said that some future emergency might arise in which the federal government would need to act on a nationwide basis. Therefore, he reasoned, the limiting provision should be removed.

Summing up his view on the current situation, Secretary McKay said:

"While we believe that the supply and demand situation is now such that, at the current mobilization rate, the government can discontinue the allocation of materials to the petroleum industry (except in special cases), the ability to allocate materials generally to the industry in the event of a sharp increase in the mobilization level is indispensable and such allocation procedures might well have to be imposed promptly."

All in all, petroleum men could find little in Mr. McKay's statement or attitude to quarrel with or to be alarmed about. Especially his closing statement to the committee:

"I'm a free enterprise man. If it doesn't work (the plan to allocate only to defense and defense-supporting industries), we can always go back to where we were."

FTC Budget Cut Proposed

The Bureau of the Budget has recommended that the Federal Trade Commission budget for fiscal 1954 be reduced from a proposed $5,500,000 to $4,500,000—an 18% drop.

Should the cut be approved, FTC would have the authority to determine where reductions should be made.

GM Denies Smog Charge

General Motors has joined the Ford Motor Co. in stating that modern automobiles are not smog contributors.

L. A. Danse, GM's assistant director of committee activities, told Los Angeles County Supervisor Kenneth Hahn in a letter: "Improper combustion and exhaust is the result of maladjustment and will not ensue from the normal internal engine cycle."

ICC Sets Rail Rate Probe

NPN News Bureau

WASHINGTON — Interstate Commerce Commission has begun an investigation into the lawfulness of present railroad rates and charges on the transportation of asphalt and other low grade oils from Montana and Wyoming to the Western Trunk Line Territory, including northern Illinois. The hearing is scheduled for May 4 at Chicago.

Ellis Moves Offices

Otis H. Ellis, general counsel of the National Oil Jobbers Council in Washington, has moved his office from 1625 K. St., N.W., to 1001 Connecticut Ave., N.W. Telephone number is Sterling 3-1922.

Government May Analyze Federal Gasoline Taxes

A government study of the need for federal gasoline taxes may result from a request made this week by President Eisenhower.

He would like to see the whole complicated subject of federal grants-in-aid to states given a thorough going-over. And he asked Congress to authorize a study of the matter by a commission. The method of financing the grants would be scrutinized, and apparently this would open the way to a complete examination of federal-state overlapping in the gasoline taxation field.

One immediate effect of this proposal might be the postponement of congressional action on removing the federal government from the field, as requested by a number of states. Congress probably would prefer to wait for recommendations from the commission.

Meanwhile, the Arkansas legislature went a step further than other state legislative bodies in asking a halt to federal gasoline taxation. It requested, additionally, a revision of federal highway allocations to provide 75% federal aid on interstate highway systems, as was allotted during World War II on the strategic road network.

Tidelands to States? — Elsewhere in Congress, the House approved, 285 to 108, and sent to the Senate H. R. 4198 awarding the coastal states ownership of submerged lands within historical state boundaries and authorizing federal leasing on the outer Continental Shelf.

Stripped from the bill was a provision granting the states power to levy severance and production taxes within the federal area and permitting the states to exercise police powers there.

The Senate launched into what might be protracted debate of S. J. Res. 13, its version of "tidelands" legislation which would give the states ownership within their historical boundaries but would leave outer Continental Shelf for later legislative action.

Revenue Bureau Studying Depreciation Rate Changes

When and if the Bureau of Internal Revenue changes regulations on the length of the depreciation period allowable for tax purposes, the new policy probably will apply to new facilities only, a Revenue Bureau official indicated this week in Washington.

The proposed changes would not affect the "rapid" write-off rate permissible now on defense-related projects but would concern normal depreciation periods.

Also, he said, the bureau is mapping some internal administrative policy changes which would limit the authority of revenue agents to change depreciation schedules already established.

Regarding over-all policy on depreciation, he indicated no decision was likely soon although the matter is being studied by the Bureau and Treasury Department. Reason for limiting any change to future facilities, he said, would be to avoid a sudden drop in tax revenue if companies were all permitted to reduce the write-off period on old facilities. Also, he said, a further reason for limiting liberalization to new facilities would be to encourage plant expansion.

Regarding administrative changes, another bureau official said one purpose of curtailing the authority of revenue agents would be to prevent the practice of an agent going to a company and changing its depreciation rate when there appeared little reason for doing so.

He said the changes would be aimed at eliminating "controversies" over technical points, thus tending to eliminate antagonism toward the tax bureau.

Defense Orders For Oil Industry

(Issued March 31-April 6)

This description of oil defense orders provides a weekly summary of government regulations that may affect NPN readers. We will appreciate our readers letting us know when they think that we have omitted a regulation.

Complete copies of the official text of these orders can be obtained from Platt's OIL-LawGRAM Reports, 1213 West Third St., Cleveland 13, Ohio, a publication which reproduces and mails out the orders on oil upon issuance. Minimum charge for single copies, $1.00, postage paid. One year's service, $100. Less than one year's service pro rata plus $5.00 for handling.

CODE: NPA—National Production Authority; ESA — Economic Stabilization Agency; PAD—Petroleum Administration for Defense; ODM—Office of Defense Mobilization; DPA—Defense Production Administration; DTA — Defense Transport Administration; WSB — Wage Stabilization Board; OPS — Office of Price Stabilization.

List of Orders

NPA—National Production Authority

M-70, as amended—Marine maintenance.
M-2, as amended—Rubber.
CMP Reg. 1, Dir. 20, as amended—Basic Rules of CMP.

What Orders Do

National Production Authority

MARINE MAINTENANCE — M-70, as amended—Self certification for MRO requirements and minor capital additions for Canadian and foreign flag vessels is provided, and certain minor changes are made in language and section references.

RUBBER—M-2, as amended—Deletes limitation on use of pale crepe in various manufacturing processes.

BASIC RULES OF CMP — Dir. 20, as amended to CMP Reg. 1—Certain requirements are changed in ex-allotment acquisition and use of controlled materials sold after commencement of lead time.

7c Wage Hike Urged By Oil Workers' Chief

President O. A. (Jack) Knight of the Oil Workers International Union (CIO) told a meeting of union members last week in Beaumont, Tex., that in his personal opinion an "approximately 7c-an-hour increase" would be appropriate for oil workers to seek this year.

In addition, he said he thought the union should seek annual productivity increases. However, Mr. Knight pointed out, it will be up to a coalition of CIO, AFL and independent oil workers' unions to determine exactly what increases will be sought. He said that a meeting of coalition representatives will be called soon.

* * *

In Toledo, Ohio, the Oil Workers International Union and its Local 346 have been sued by the Gulf Refining Co. for $1,410,000 damages as a result of a strike which began Feb. 26 at Gulf's 40,000 b/d Toledo refinery, plus $40,000 for each day the strike continues.

The company charged a breach of contract and said they have been forced to buy petroleum products on the open market to fulfill contracts.

Deaths

Merrill H. Robinson, 55, former Sun Oil Co. district manager at Newark, N. J., died March 31, at his home in Short Hills, N. J. He had been on leave of absence due to illness.

Mr. Robinson had been at Newark nine years. Prior to that time he had served as district manager at Buffalo and Boston. He joined Sun in 1924 as a motor products salesman in New York. He was a member of New Jersey Petroleum Industries Committee.

His wife, Margaret, survives.

* * *

Sigurd Hallager, 67, manager of the Scandinavian area for California Texas Oil Co., Ltd., died March 22, at White Plains Hospital, near his home in Hartsdale, N. Y.

Born at Viborg, Denmark, Mr. Hallager came to the United States and joined The Texas Co. in 1908. He served in its eastern terminals until 1926, when he was named manager of its affiliate, The Texas Co., A. B., in Sweden.

After serving for many years as managing director of that company, Mr. Hallager returned to the U. S. and the executive offices of The Texas Co., and later, Caltex.

Survivors include his wife, Ida; a daughter, Lois; and two sons, Sigurd, Jr., and William.

March Is 'Warmer' In All Heating Areas

The month of March was warmer than normal or last year in all four heating areas included in NPN's degree day report.

The Sept. 1-April 4 portion of the heating season was also warmer than normal or last year in all areas except the East Coast which registered slightly cooler than last year.

Degree Day Summary

Season Sept. 1-April 4

East Coast	1952-53	1951-52	Normal	Week Mar. 29-Apr. 4, 1953
Boston†	4545	4827	5154	112
New York	3964	4176	4686	99
Philadelphia	3703	3904	4294	82
Washington†	3561	3648	4169	75
Average	3943	4139	4576	92
Midwest				
Chicago†	5148	5719	5735	159
Cleveland	4505	4977	5413	166
Detroit†	5128	5596	5759	172
Minneapolis†	6878	7563	7166	157
Omaha†	5459	6041	5572	145
St. Louis	3832	4231	4254	125
Average	5158	5688	5650	154
Southeast				
Birmingham, Ala.†	2456	2341	2730	44
Charleston, S. C.	1549	1497	1766	21
Nashville, Tenn.†	3188	3256	3389	63
Raleigh, N. C.	2729	2723	3055	48
Average	2481	2454	2735	44
West Coast—Rocky Mt.				
San Francisco	2039	2343	2004	80
Seattle	3289	3739	3870	128
Denver†	4822	5363	5214	156
Average	3383	3815	3696	121

Month of March			
East Coast	**1953**	**1952**	**Normal**
Boston†	799	856	841
New York	665	766	771
Philadelphia	592	725	685
Washington†	537	656	624
Average	648	751	730
Midwest			
Chicago†	789	917	886
Cleveland	738	857	906
Detroit†	834	945	927
Minneapolis†	1042	1199	1082
Omaha†	752	972	810
St. Louis	514	670	607
Average	778	927	870
Southeast			
Birmingham, Ala.†	236	388	346
Charleston, S. C.	157	215	239
Nashville, Tenn.†	367	514	467
Raleigh, N. C.	382	468	436
Average	286	396	372
West Coast—Rocky Mt.			
San Francisco	361	420	302
Seattle	578	589	595
Denver†	656	962	853
Average	532	657	583

Degree days are on 65 deg. F. basis.
† Readings at airport office. Readings in other cities taken at downtown (city) offices.

Jobber Pays 'Dividends' To Heating Customers

"Weather dividends" totaling $10,750 were mailed to 433 heating customers of the Lewis Coal & Oil Co., Port Washington, N. Y., this week, according to John M. Lewis, company treasurer.

The dividends are surplus amounts paid by Lewis heating customers who purchase their fuel oil on the company budget plan. Because of the mild weather, Mr. Lewis said, these payments were on excess of the amount of fuel oil supplied to them during the winter.

Since the weather in the Port Washington area has been about 15% warmer than normal during the 1952-53 heating season, another dividend will be forthcoming, Mr. Lewis said.

Under the Lewis budget plan, fuel oil payments are spread over a 10-month period instead of paying larger amounts during the heating season only.

(For a complete picture of the Lewis Coal & Oil operation see NPN, May 28, 1952, p. 44.)

Price Sign Law Fight Reaches U. S. High Court

The Serve Yourself Gasoline Assn., Inc., has asked the U. S. Supreme Court to rule on the validity of the California regulation of service station gasoline pricing signs. The California Supreme Court had upheld the state's action after a lower court had ruled against it.

The California business and professional code which regulates advertising at service stations requires that price signs give the total price per gallon, including tax, and that signs must give the brand name of gasoline (or specify "no brand" if no brand name is used). The code also specifies ratio of size of lettering to size of price.

Signs are classified as price signs if they use such words as "save," "off," or "discount" even though they do not give cost of the product.

The code was obviously aimed at self-service stations, which emphasized "Serve Yourself and Save," and "Save 5c" on signs. After regulations were put into effect, some stations continued to display signs and the state then filed charges against them.

Serve Yourself Gasoline Assn. (now Serve Yourself and Multiple Pump Assn.), which said it represents 69 members operating 90 service stations in California, took the matter to court on the grounds that the law was unconstitutional and that as applied it had deprived the operators of their property without due process of law.

The U. S. Supreme Court has not yet ruled on whether it will hear the case.

Government Set to Move On New Alkylate Program

Armed Services Petroleum Purchasing Agency is ready to go on a new alternate plan for alkylate facilities construction under which the government would supply financing, where necessary.

The plan has been approved by the Armed Services subcommittee of House Appropriations Committee.

ASPPA emphasized that the new plan was simply an alternate to the old facilities contract which would be continued.

Under the alternate plan, the government would supply funds for construction. ASPPA said the government would recoup in part through savings in alkylate and avgas prices (the agency is now paying "premium" prices in many instances), and ultimately would get additional money back through the disposition of plant facilities.

Barnes to Take Over Antitrust Job May 1

Judge Stanley N. Barnes expects to take over the post of assistant attorney general in charge of the Justice Department's Antitrust Division on May 1, assuming his nomination by President Eisenhower wins Senate confirmation.

Barnes, who will relinquish $16,750-a-year Los Angeles County (Calif.) Superior Court judgeship for the $15,000 DJ post, said he does not expect to submit his resignation until April 30.

Barnes said he left Washington with the impression that President Eisenhower and Attorney General Brownell "desire no slackening in the proper prosecution of antitrust laws but have no wish to see them used for persecution of business," with which Barnes said he agreed "wholeheartedly."

Meanwhile, the *Los Angeles Times* (circ. 400,000; Republican) lauded Barnes' selection in an editorial as a "splendid appointment."

They commented: "The Antitrust Division . . . has a number of important problems. During the Truman Administration much antitrust litigation was undertaken which had the appearance of an effort to punish or intimidate large corporations for political reasons. It will be part of Judge Barnes' job to sort out the cases which have merit and drop the rest. Judge Barnes can be expected to act in the public interest."

Williston Basin to Hold 'Oil Discovery Day'

The Second Annual Oil Discovery Day celebration will be held April 17-18 by the Williston, N. Dak., Junior Chamber of Commerce.

More than 15,000 people are expected to attend the affair which will commemorate the discovery of oil in the Williston Basin April 4, 1950, at the Clarence Iverson discovery well near Tioga, 45 miles northeast of Williston.

Dr. Robert E. Wilson, chairman of the board, Indiana Standard, will be the main speaker.

Amerada Petroleum Corp. will formally open its new $300,000 office building during the celebration.

Eye on Fundamentals Cuts Credit Loss

Vigilant handling of credit accounts has reduced a South Carolina jobber's credit losses to less than 0.1% of sales over the last several years.

The jobber is Marshall Oil Co., Texaco distributor in Rock Hill, S. C. The system: Time-tested fundamentals of credit investigation, accounting and customer relations.

Marshall's success is an example of what can be done through strict application of proved business practices. The company sells fuel oil and kerosine to consumers and wholesalers, supplies dealer service stations, and handles the Firestone TBA line. Vice President Arnold F. Marshall developed the credit investigation program.

The Rules—Here is how the system works, as outlined by Secretary-Treasurer J. E. Marshall, Jr., at the last meeting of South Carolina Oil Jobbers Assn:

"When an applicant comes into the office or telephones requesting credit, we ask for certain information, which we record on a 4 x 8 in. card. All cards are dated and filed alphabetically in a steel filing cabinet. We ask for:

"1. Applicant's name and address.

"2. Where and for how long employed (if only recently employed, where formerly employed).

"3. Type of work (on this we base an estimate of the applicant's income).

"4. Number of dependents.

"5. Whether the applicant rents or owns a home.

"6. At least three credit references.

"In addition to getting these references, we clear applicants through our local credit bureau, which has a file on most wage earners."

Tentative Credit—"Checking a newcomer who has no local credit connections presents a different problem. Normally we serve on a cash basis until a sufficient number of out-of town references can be checked. But often after talking with the applicant we open an account on a tentative basis, subject to final approval after references can be cleared.

"If a report comes in unsatisfactory, we either call in the applicant or write stating our reasons for declining credit. This task or letter must be handled tactfully and is done by an officer of the company. However, the routine of opening an account can be done by any of the office personnel.

"Some follow-up of the slow accounts is necessary. We first write a letter or request for payment due. If this fails to bring payment, we write a stronger letter or send our personal collector."

Marshall Oil Co. is headed by President J. E. Marshall, Sr., who entered the oil business in 1896 and organized the company in 1915.

Shell Sees Drop in Earnings

NPN News Bureau

NEW YORK—The first quarter 1953 earnings of Shell Oil Co. are expected to be slightly below the same period last year due largely to warm weather which reduced consumption of heating oils, President H. S. M. Burns told the annual stockholders meeting.

He said in order to reduce stocks to normal but adequate levels by the end of the third quarter, refinery runs of the industry should not exceed 6,800,000 b/d during the next six months.

Shell can expect a new high level of crude production in 1953 unless state authorities reduce prevailing rates, he said, adding the company probably will drill more wells this year than last, although it is difficult to predict so early in year.

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Jobber Heads Fuel Storage Terminal

Special to NPN

BEAUFORT, N. C.—Construction of a 600,000-bbl. avgas and jet fuel storage terminal is under way in Carteret County, N. C.

The facility, located on the banks of the Newport River between Morehead City and Beaufort, is owned by Aviation Fuel Terminals, Inc., whose president is Robert E. Bryan, Independent oil jobber of Goldsboro, N. C. (for other story see NPN March 11, p. 48.) Other officers are: R. A. Bryan, vice president, and C. B. McNairy, secretary-treasurer.

The terminal, at capacity, will store 300,000 bbls., of jet fuel and 300,000 bbls. of avgas, and it is contemplated that the terminal will be rented by the government for use by the U. S. Marine Corps Air Station, at Cherry Point, 15 miles away, and other air fields in the vicinity.

The company plans to erect 10 tanks at the terminal, including four of 81,000-bbl. capacity, four holding 54,000 bbls., and two 30,000-bbl. tanks.

Each tank will be equipped with an automatic float gauge and counter-weighted tape enclosed in a weatherproof housing. The gauge-reading window will be located at eye level on the outside of the tank.

Barges and ocean tankers will unload from a pier 300 ft. from shore through two 10-inch lines to the storage tanks. Two pumps with 40-h.p. motors will be used for unloading. These same pumps are manifolded so that the fuel may be loaded from the tanks to the vessels.

The tank truck loading racks will accommodate six trucks, and loading racks for railroad tank cars will handle six cars. Each of the twelve loading points can pump either jet fuel or avgas. Six 15-h.p. pumps will move the products at the racks.

Two eight-inch lines will carry the fuel from the storage tanks to the loading points. The racks are designed for two six-inch lines at each point.

The terminal will be equipped with its own fire protection equipment, using both salt water and foam generators. The system includes a pump, distribution system and hydrants.

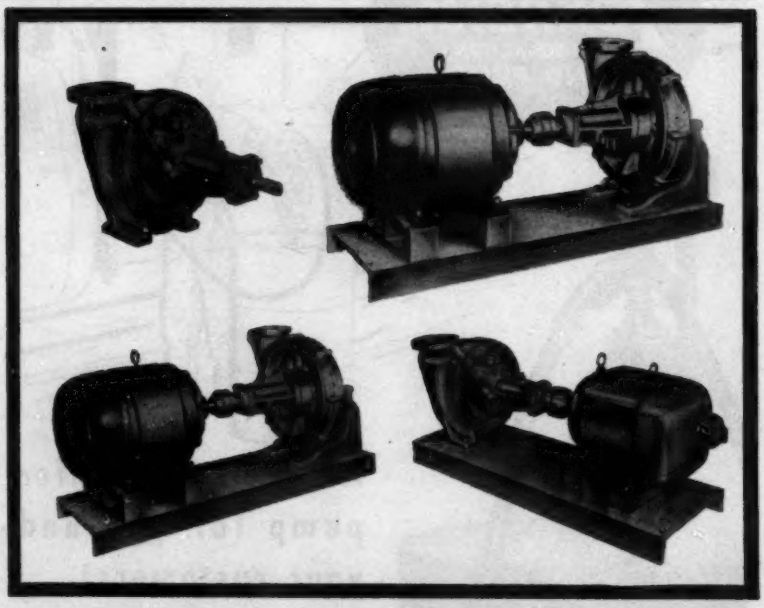
A fresh water system will supply an office building, outdoor hose connections at the loading racks, a three-inch main at the pier for supplying tankers with fresh water, and a three-inch main manifolded into the fuel lines.

The terminal was originally designed for six large storage tanks, officers of the company said, but it was decided that by using 10 smaller tanks, the terminal would be more easily converted to private enterprise when the government contract comes to an end.

Oil Gains as Power Fuel

Fuel oil consumption by electric utility power plants amounted to 6,809,126 bbls. during February, an increase of 42.6% over 4,774,859 bbls. used in the same month a year ago, according to the Federal Power Commission.

The report also showed coal use in February was up 4.7% at 9,156,000 tons, while gas consumption climbed 5.5% to almost 58 billion cu. ft.



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P. 64—Shell Spotlight.

Agencies Seeking Solution To Tank Car Shortage

NPN News Bureau

WASHINGTON—A Munitions Board official said his agency has asked PAD and refiners to try to work out the problem of the tank car shortage developing from the military's withdrawal of 210 sulfuric acid tank cars from private use in oil, chemical and other industries.

He said the Defense Transport Administration would be asked to help if necessary to avoid disruption of the avgas program, and said some acid tank trucks might be used if tank cars are inadequate. He said no acute shortage had developed yet.

A top DTA official refused to discuss the matter at all. From another source, however, it was learned that DTA has written tank car officials for information on tank car availability and may call a meeting after that information is obtained.

West Coast Oil Price Hike Seen Costing $175 Million

Price Stabilizer Joseph Freehill has estimated West Coast oil price increases will cost the consumers $175 million annually—$158 million on gasoline and $17 million on fuel oil.

The estimates were contained in a letter to Senator Murray (D., Mont.) and were based on gasoline price hikes ranging from 0.5c to 3c per gal. and fuel oil price boosts ranging from 1c to 3c per gal.

Mr. Freehill noted that Midcontinent crude oil prices for 33 to 33.9 deg. API gravity have remained constant at $2.51 per bbl. since decontrol and that the 0.5c per gal. East Coast gasoline increase was rescinded.

Synthetic Jet Lubricant Developed in England

A new all-synthetic jet engine lubricant has been developed by the Standard Oil Development Co. and its affiliated research laboratories in England.

Comprised chiefly of esters, the new product is not derived entirely from petrochemicals but is recognized as a step in the evolution of synthetic jet engine oils, the company said.

The development of equivalent or better synthetics from petro-chemicals is considered possible and desirable, the company said, since the petroleum-derived raw materials are felt to offer the widest potential availability and lowest cost possible for this type of product.

The new lubricant has demonstrated in well over 10,000 hours of ground and flight engine tests that it can cover a temperature range from below —65 Deg. F. to over 450 Deg. F.

Business Survey Shows Plans for Refining Hike

The oil industry plans to increase manufacturing capacity by 16% between now and 1956—7% in 1953 and another 9% by 1956—according to the sixth annual McGraw-Hill survey of business plans for new plant and equipment. Rate for oil industry is about average for all manufacturing, survey results show.

The survey also shows:

Oil was one of six industries showing the greatest increases in plant and equipment expenditures in 1952, others being steel, machinery, chemical, food and electric utilities.

Oil is among the six industries having the biggest opportunities for increasing capital investment to take care of technical improvements. The others are steel, machinery, food, chemical and textile industries.

The ratio of depreciation to spending is between one-third and one-half in petroleum, steel, machinery, electrical machinery, automobiles and chemicals. By contrast, it is only about one-sixth in transport equipment.

The dollar amount of depreciation is growing most rapidly in the same industries.

Petroleum haulers have long wanted an air-operated emergency valve. Here it is—and every bit as fine as all the other Philadelphia Valve products, which have served the industry for so many years.

This is a compact elbow-type valve, made in both 3" and 4" sizes. There's nothing to rust or get out of kilter. There's no stuffing box to be repacked or tightened. You can mount the valve on any tank truck equipped with air brakes; it will never interfere with normal brake operation. Air cylinder can be removed as a unit. Compact control mechanism can be conveniently located at side or rear of truck. Finger-tip operation gives instant, full flow.

The bonnet and piston assembly can be removed, in a matter of minutes, with the use of an extractor wrench which is operated through the manhole cover. This type of bonnet eliminates the necessity of steaming and getting into the tank in order to replace the disc. It saves many costly hours of servicing time! (Our mechanically-operated emergency valves also provide this feature.)

Two types: Multiple (any single valve or combination of valves can be opened at one time); Massachusetts (only one valve can be opened at one time).

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Comments from Readers:

FROM: Joseph D. Hadley
General Counsel,
Michigan Petroleum Assn.
Detroit, Mich.

I have read with a great deal of interest your press account on the speech of Dwight Benton at the recent convention of the Wisconsin Petroleum Association.

All jobber groups should solicit the comments and criticisms of other members of the industry with respect to any new thinking, and I am very glad that Dwight Benton, one of the country's marketing leaders, has spoken his own thoughts, be they critical or commendatory. It is by comments of this nature that we are able ultimately to reach a well-grounded and sound marketing philosophy.

Of course there were some points made by Mr. Benton with which many of us cannot agree, although such remarks were made with great sincerity. He warned jobbers not to expect that the percentage margin plan would be a sure cure for successful operations. I can agree with Mr. Benton wholeheartedly in this statement because I do not believe that even the original proponents of the percentage margin concept ever dreamed that it would result in a cure-all for jobber ills. If it but improves the jobber position a little bit, then certainly the program has a great deal of merit.

I, frankly, do not think it makes any difference that oil companies do not set retail prices such as is common in the automotive industry, since the percentage margin program would be predicated undoubtedly on a tank-wagon price which is in fact set by the suppliers. As pointed out by Mr. Benton, some thought should be given, of course, to the formula and method of properly arriving at a common denominator for those jobbers who are supplied by companies which do not post a dealer tank wagon price.

I think the speaker was right when he suggested that jobber margins have increased possibly as high as 37½% since the war, but by the same computation, tank wagon prices have increased as much as 50% to 60%. This is one of the "evils" which jobbers are hopeful of correcting with the percentage formula.

I am particularly concerned about the following statement made by Mr. Benton:

"'Jobber associations should take a high objective view of percentage margins proposals. Margins might increase considerably to a point where other methods of distribution are more attractive. When economic justification for jobber distribution no longer exists, we have arrived at a point where the jobber is in serious trouble."

In the first place, it is an absolute certainty that jobber associations will express only the views of the majority of their membership and that such associations are not in existence as separate, autocratic bodies. No association can or should exist for long without being a constant servant of the will of its membership. It is almost axiomatic that an individual jobber will continue only so long as it is economically profitable for both himself and his supplier, and I think that most jobbers would be completely willing to take the chance that desperately needed higher margins from his standpoint will not result in an unsound investment from the supplier's standpoint. It must be remembered that there are many causes over and above a simple margin rate which determine whether or not an individual jobber operation is economically sound.

The National Oil Jobbers Council is making a very realistic approach in its study of just how the percentage margin can best be added to the industry pattern, and I think it is safe to assume that no specific recommendations as to formula will ever be forthcoming from the Council until all of the eventualities have been carefully weighed.

I hope that from time to time other leaders in the marketing branch of our great industry will speak out and criticize as long as such criticism is of the constructive type exemplified by the remarks of Mr. Benton.

FROM: Mr. Arthur E. Wenzel
Box 5102, Metro. Sta.
Los Angeles 55, Calif.

The NPN is one of many publications that passes over my desk, and I find it very interesting and informative.

In the Feb. 11, 1953 issue there appears (p. 25) an item which refers to the plaintive wail of a Mr. White, of Cities Service. He waxes very indignant at what he terms the indifference of the consuming public toward the problems if not the very existence of the oil jobbers. . .

It is the very essence of American philosophy to attend to one's affairs, and to assume that the various segments of the complex economic structure will function in a somewhat rational manner, guided by people who possess a modicum of good judgment. If they cannot solve their problems the competitive system will assuredly find someone who can, and they can go back to digging ditches, if they can qualify for that enterprise. . .

It seems to me that the time and effort spent on some of this intensive "public relations" gismo could well be applied to improving the quality of the merchandising carried on at the service stations, which after all are the prime contact points of the oil industry with the public. Another place where some good-will can be generated is on the highways. It would be illuminating to obtain a sample of the profanity used by the private driver when he gets the inestimable privilege of following one of those truck-trailer monsters that the oil industry uses, especially on a two-lane winding mountain road, with heavy traffic coming toward him, and the spector of flaming gasoline looming up.

In closing, may I say that the foregoing is not so much a beef as an attempt to bring you the viewpoint of one of the great mass of people whose sole claim to attention is that they pay all the moola that the oil industry makes.

FROM: Lionel L. Jacobs
136 W. Wayne Avenue
Wayne, Pa.

I was happy to read William Reich's article (NPN—3/11) on Uniform Cost Accounting.

Naturally he approaches the subject from the angle of its value as an operating tool, and in this respect it is fundamental to have a breakdown that shows the operator how his income dollar is being dissipated. To have uniform accounting would give the added value of being able to compare operations, which can, of course, be helpful, but if Mr. Reich has been through what I went through for the Oil Heat Association of Metropolitan Philadelphia in attempting to get higher margins for our members, it is then he would fully appreciate how right he is.

Actually, we failed to get an increase that was available to us because of the frightful confusion in accounting (?) practice.

FROM: Mark Young
Mark Young Oil Co.,
Charles City, Iowa

Your explanation of the "Detroit Case" (Jan. 28 NPN, p. 11) intrigues me. I don't understand it. And it seems to me from what I do understand that it might help the jobber to keep the Standard from gradually eliminating the little guy, of whom I happen to be one.

The more you try to explain the case the worse it becomes . . . I still believe the answer is to divorce marketing from the integrated companies for their own safety through the years to come and keep the government from taking over.

Statesmanship Builds Jobber Council Prestige

The National Oil Jobbers Council continues to grow in stature.

When, as happened in the southland the other week, Independent jobbers from 26 states can gather around the conference table and there, after debating the issues of the moment, arrive harmoniously at sensible conclusions, that is business statesmanship of the highest order.

The NOJC has come a long, long way in a relatively short span of years, fully justifying the fond hopes held for it by this publication. Its leadership is intelligent, conservative. Its members uniformly are men of good judgment, worthy to speak for their respective state associations and, through NOJC, for all of the 14 or 15,000 jobbers in the nation.

Not only jobbers generally but all else in this great industry are the beneficiaries. Of NOJC it may well be said that it stands today as one of the strongest of forces for industry good. Let us examine, for a moment, some of the things that transpired at Montgomery, Ala., and see if this is not so.

A major issue before the Council's spring meeting concerned the efforts of Independent producers, in league with the coal people, to get Congress to clamp down on imports of foreign oil. The jobber depends for his existence upon the availability of an adequate supply of products at reasonable prices. Naturally he is very much disturbed by what is going on now at Washington. The final outcome could make his own lot more difficult and perhaps, in the case of some jobbers, even put him out of business.

In these circumstances and against this background, however, NOJC decided upon a course of action based not upon the narrow, self-interest of the jobber but on the sound principle that here is a problem that can best be solved within the industry itself. It conceded that the tide of imports may be running too high, to the detriment of domestic producers and possibly the national interest, too. But it argued that the solution is not to be found by inviting federal control, because that step, if taken, might lead to others and eventually to the complete end-use control of all fuels.

If there is any one thing the industry has been united upon through all the years it is this matter of regulation by the federal government. It is against such regulation, first, last and always. The Independent producers particularly have so declared themselves on innumerable occasions. So have the importing companies. Ditto suppliers generally—to the point where they have hundreds of times over told the jobber, when he had a problem, that its answer should be sought inside the industry, not at Washington.

What NOJC did, therefore, was simply to remind those immediately involved in the present controversy of this historic industry position; to say, "Here, whoa now, you fellows, we've got a stake in this thing, too, and before you go getting in a dog fight and maybe wind up with every one getting hurt, let's see if this matter can't be settled peaceably and sensibly within the family."

That's one thing the "poor little" Independent jobbers did at Montgomery, Ala., the other week. And already there are signs that their wise counsel did not fall on deaf ears. At least the spokesman for the domestic producers gave indication in Washington last week that he had heard.

Consider also the position taken by the NOJC with respect to the OIIC program. Jobbers are not satisfied with that program. They have protested many times—as has NPN—that it should be directed more to the local level, out among the "grass roots," instead of being operated, in large part, on a national basis. It is their belief that $500 spent locally proving the existence of industry competition will produce far more results than ten times that sum spent on national advertising in the big circulation magazines.

The Council expressed that notion in a resolution adopted at Montgomery. But in so doing, it paused also to harken to the advice of its leaders, then agreed with them that it is incumbent upon NOJC to come up with recommendations to the OIIC on how, specifically, local emphasis may be had in line with jobber thinking. So it is that, in the near future, representatives of the Council probably will be in session with the OIIC executive committee spelling out what they believe needs to be done to make the industry information program fully effective.

Constructive? Definitely. Restrained? Most assuredly. Chalk up another mark to the credit of NOJC.

Then, as a final illustration, what about jobber margins? Many jobbers believe that the present cents-per-gallon method of setting margins is archaic and unfair. They want to substitute a percentage markup. The NOJC is on record in support of this change, having placed itself there in Chicago last November.

At Montgomery, however, here was this Council setting the fine example of admitting that it lacked the information on which to base "positive recommendations . . . as to an industry-wide adoption of a percentage margin system for jobbers." While not withdrawing endorsement of the percentage theory, it conceded that many problems exist; urged jobbers not to plunk blindly for a change but, rather, to go to their supplying companies and with them explore the arguments pro and con. That is the only way, said NOJC, in which "mutually satisfactory" margin arrangements can ever be worked out.

Percentage margins, the OIIC, imports—these were three among a dozen or more questions debated at Montgomery, Ala., the other week. Yet, on the basis of just this mere sampling, is there any one who now thinks that the National Oil Jobbers Council is not a force for industry betterment?

Or are there some who still see the NOJC as a bunch of wild-eyed Independent marketers, selfishly-inclined and bent only on stirring up trouble?

MIDWEST

Streamlined NOJC Meeting Gave Plenty Of Time to Discuss Important Issues

By Leonard Castle, *Midwest Editor*

Great improvement in the operating mechanics of the National Oil Jobbers Council was a noticeable feature of the annual spring meeting in Montgomery, Ala., week before last. With the greater part of the opening day devoted exclusively to committee meetings, the entire session functioned more smoothly and efficiently than any previous assembly of the national council.

Last August, following NOJC's summer meeting in Traverse City, Mich., this column noted that the council's operations could, and should be strengthened, particularly by increasing the amount of time devoted to committee sessions and announcing well in advance the problems to be discussed. (See NPN, Aug. 13, 1952, p. 31).

At Traverse City, and previous meetings, only two or three hours on the opening day were allotted for committee sessions. The remainder of the two and a half day council meeting was turned over to general sessions.

The result was that in many instances there was insufficient time for perplexing problems to be thrashed out in committee. This meant that much of the work which should have been completed in committee necessarily had to be done in general sessions. Time consuming debate on a few problems created a pileup on the final morning, with the remaining issues receiving only hurried, haphazard consideration by the membership.

* * *

This situation was corrected admirably at the Montgomery assembly. To begin with, copies of the meeting agenda were mailed to committee chairmen and members well in advance. This enabled the chairmen to plan ahead on the subjects to be discussed, to assemble needed information and to notify any persons the committee desired to hear on a particular issue.

The spring meeting opened at 10 a.m. with a brief general session during which Otis H. Ellis, Washington counsel, presented his regular report. by 11 a.m., the committees were in session and continued to meet, with a short break for lunch, throughout the remainder of the day.

Instead of a limited two or three hours for rushing through the various problems confronting them, the committees had five or six hours during which they were able to give calm, thoughtful deliberate attention to the important matters at hand. They had sufficient time to hammer out objective reports and get them into written form for presentation to the general sessions the next two days.

A good example of this was the Jobber Contracts Committee headed by J. E. Adrian of South Dakota, which considered the ticklish subject of percentage margins. After several hours of discussion, the committee determined the issue was too broad and complex for a decision to be made at this time and reported that further study was necessary. By having sufficient time to debate the subject thoroughly, the committee was prevented from making snap judgment on an exceedingly controversial matter.

* * *

As a result of the lengthened committee meetings, debate in the general sessions was held to a minimum. The membership realized that the committees had worked hard and conscientiously and had explored the issues from all angles. In most instances, therefore, the general sessions accepted the committee findings as authoritative and final.

So smoothly did the committee system function that most of the national council's work was completed Friday afternoon, well ahead of schedule. This left adequate time Saturday morning for unfinished business and enabled the members to get an earlier start for home than anticipated.

Much of the credit for streamlining the procedure goes to Roy J. Thompson, NOJC chairman, and E. Keith Edwards, secretary, who drew upon the experience and advice of their immediate predecessors, John Harper and H. F. Horning, in arranging the program.

ATLANTIC COAST

Tightening Meter Tolerance on Gasoline Pumps Would Be Expensive to Motorist

By Raymond E. Bjorkback, *Eastern Editor*

The National Conference on Weights and Measures next month in Washington probably will be asked again to adopt a reduction in the allowance made for error in gasoline pump metering at service stations.

Action on the proposal was deferred by the conference last year after strong protests were made by the industry. Industry men who have given the matter further study in the meantime are more convinced than ever that those proposing the cut may have the best intentions on behalf of the motorist but are ill-advised and misguided.

In fact, the realities of the matter as the industry men line them up, suggest that the motorists, although apparently promised a better deal, would lose in the end.

That's because the industry would have to spend estimated millions more a year for meter and other repairs, re-calibration and replacement—a bill which the motorist would have to foot in the long run as such extra costs were passed along to him in the price of the product.

In return, he'd get at most an extra few cents' worth of product over a period of a year—maybe. That's a big "maybe", too, since circumstances now work to give him long measure, and tighter maintenance conceivably could cut the overage he's getting.

* * *

Here's the way it would work out, say the company specialists on the subject:

The present tolerance for gasoline is 0.6%. Under the proposal this would be cut to 0.4%, involving a maximum of 2 cu. in. of gasoline in a 5-gal. draft.

In terms of volume, that's a drop in the bucket of a 5-gal. draft, which

is equal to 1,155 cu. in. In gasoline pump tolerance, though, 2 cu. in. is colossal because the current margin for error is so low already.

* * *

Gasoline pumps normally are well within the legal tolerance and are maintained that way through periodic inspection by mechanics. Consequently, there is a tendency to give the motorist over-measure.

As pumps wear, they tend to give long measure. A reduction in tolerance would have no effect on this action, but the motorist might be compelled to pay the bill for holding it within the closer limits. And that wouldn't be peanuts. Pump maintenance and repair already is a large item of expense. If the proposal is adopted, maintenance will have to be much more rigid—and therefore much more expensive.

Considering the uncontrollable factors involved in pump testing, the proposal is hair-splitting to the 'nth degree. Cut the tolerance close enough, and a pump could fail to pass merely as a result of the way the nozzle is held.

The proposed reduction in gasoline pump tolerance isn't very equitable, either, when compared with other consumer product measurements. Where meter tolerances are in effect for utilities, they are far less stringent than those allowed for gasoline pumps. In New Jersey, for example, the following tolerance margins are allowed: Water meters, 3%; electricity, 4%; utility gas 2%. Now it's proposed to cut the gasoline pump tolerance to 0.4% from 0.6%.

If the conference adopts the proposal, it will become a specification recommended by the National Bureau of Standards. Let that happen, and many of the states shortly would make the same revisions in their own tolerances because of the emphasis put on uniformity in weights and measures regulations.

PACIFIC COAST

Service Stations Near Mexican Border Caught in Pinch by Oil Price Hikes

By Frank Breese, *Pacific Coast Editor*

The recent oil price increases on the West Coast have produced an odd situation on the border between California and Mexico. Gasoline is about a dime a gallon cheaper at Tijuana, on the Mexican side. Result: the Mexican service stations have been doing a land office business while stations between San Diego and the border are withering away.

Ordinarily, there's a basic difference of 6.5c per gal. because motorists can buy gasoline at Tijuana without paying the state and federal taxes. In addition, the reseller's margin is less there than on the American side of the border.

When the increase of 1.6c per gal. went into effect in February, that was passed on to the retail prices in most parts of the West Coast. The Mexican Government, however, didn't permit the station operators to raise their retail prices. It argued that prices hadn't changed at Juarez and Nogales, border towns, so why should they go up at Tijuana. (Tijuana is supplied by California where a crude shortage has existed while the other Mexican border cities receive products from Texas, where crude is plentiful).

The station operators began to complain about the new hike, which slashed their margin. But other reports said the volume boomed so sensationally that the increased gallonage offset the reduced margin.

Since Tijuana is within easy motoring distance of San Diego, hundreds of motorists have been attracted by the bargain gasoline below the border. Consequently, stations located between San Diego and the border are suffering a depression.

One suggestion advanced is that tax rates be feathered off in border areas where disparities create inequities. Thus, in the case of the 6.5c rate in California, a reduction might start 60 miles from the border and be gradually whittled down so that at the border it would disappear.

* * *

Product rates have gone unchanged in four main areas in the West: Spokane, Salt Lake City, Phoenix and Tucson. That's where West Coast crude meets Rocky Mountain or Texas crude.

* * *

A new type of premium was introduced in the San Francisco Bay area service stations last week.

Accident insurance policies worth $500, good for four months, are given to every motorist who buys 150 gals. of gasoline from the station. One angle being exploited is this: unlike giveaway drawings, everyone has a chance to get something for buying gasoline regularly from one station.

* * *

Union Oil of California has a program calling for 110 new stations set up for 1953, President Reese H. Taylor reported last week.

Describing this as "a step-up in the retail outlet expansion and modernization program," Mr. Taylor explained that many of the 110 units will replace "undesirable stations to be closed out". Complete rebuilding of 40 older stations is also planned, he said.

Mr. Taylor commented, "Sites for construction of new service stations are selected following careful consideration of the business prospects of the locations mainly, (1) in new shopping areas, (2) along heavily traveled arteries, and (3) at locations selected to pick up gallonage lost by stations by-passed by freeway traffic."

* * *

Tide Water Associated joined the list of major oil companies which have set up savings plans in which the companies match part of the employes' contributions. This plan calls for Tide Water Associated to put up 50% of the amount deposited by each employe. The employe may deposit from $2 per month to 5% of his base pay.

Associated's thrift plan is subject to approval by the stockholders at the annual meeting May 7.

* * *

Richfield will continue to sponsor a reptile research program and recently turned over $15,000 to the University of California at Los Angeles to continue a project started last year to learn as much as possible about the habits of snakes. Object is to eliminate them from Richfield's operating areas and also to obtain scientific information which will help communities cope with snake problems.

* * *

The California Petroleum Distributors Assn. has been plugging the merits of its insurance program as a pitch to attract new members and hold the old. The association cited a recent case history:

A distributor, whose three-year policy giving him fire insurance on stock and equipment for $250 is expiring, received a $255 quotation from the association for the same coverage. The distributor chided the association, saying his own agent quoted $240.

So the association checked the offer and reported that the agent's policy covered the equipment for three years but the stock, for only one. Association claims the extra stock protection would have run the premium up to $600.

"What about the future of the Independent jobber? That depends on his own efficiency and the attitude of the supplying companies. . .

"The jobber, of course, has many problems. For example, you might say that the most of them are not paper problems, such as contracts. They generally are the results of a lack of proper coordination between jobber and supplier. Most of them stem back to that at any rate. . .

An NPN Picture Interview with

Roy J. Thompson

Chairman, National Oil Jobbers Council

For nearly 30 of his 51 years, Roy J. Thompson has been an Independent jobber.

He knows the oil business from the inside out, acquiring much of that knowledge at the knee of the late Charles S. Rosenthal, the veteran jobber who built up Apex Motor Fuel Corp. to its present position in the Chicago market.

Now vice president of Apex, Roy Thompson stepped in November from the presidency of the Illinois Petroleum Marketers Assn. to the chairmanship of the National Oil Jobbers Council. And the other week, in Montgomery, Ala., he took time out from NOJC deliberations to tell the story on these pages to NPN's cameraman.

"That is why the NOJC sponsored 'Consult Your Supplier Month' during February. The results already manifest better understandings toward the end of proper co-ordination. . .

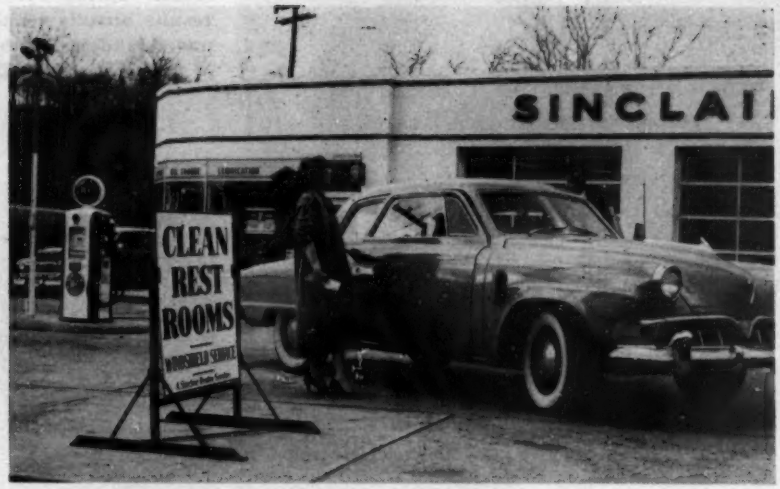
"What a good many suppliers can't understand is that co-operation is a two-way street. . .

"Would you consider it co-operation when a supplier has one price to the jobber flying his flag and a lower price to his jobber's competitor?. . .

"The jobber now finds himself in the peculiar position of leading the defense for preservation of the system of unregulated, free competitive enterprise in the current battle on the imports question."

Problem . . .

Keeping Stations Clean



CLEAN RESTROOMS are prominently advertised by Sinclair stations. The sign is removed if the facilities are not kept spic and span

Cleanliness at service stations is a big sales tool, one that's perhaps bigger than any other. And most oil companies—big and small—are recognizing that below-par stations cannot compete.

The public is being alerted by the Automobile Assn. of America's member clubs to the filthy conditions at many stations, particularly in restrooms.

In a recent challenge to oil marketers to make sure station restrooms are clean, the association said:

"Major oil companies, independent service stations and motorists traveling the highways all should concern themselves with the problem of cleanliness in service station restrooms.

"The AAA has a voluminous file of complaints concerning 'filthy, dank toilets which by comparison would make a pig sty seem like a perfumed parlor.' Some service station restrooms had, according to reports, not been cleaned in weeks, while others were feeding grounds for assorted vermin.

"Some of the major oil companies have sought to encourage their stations to raise standards of cleanliness. Others, however, are completely unmindful of the problem and apparently are content to sell petroleum to the nation's motorists without regard for their comfort.

"Independent stations, particularly in rural areas, have been found to be sub-standard in their cleanliness—to such an extent, in fact, that use of their facilities often constitutes a health menace. The time may be at hand, however, when car owners will take their purchases elsewhere.

"The motorist himself must share responsibility for the state of things. He can, by considering the next fellow, do a great deal toward developing a sense of sanitation concerning this most used—often misused—highway facility. The AAA and our motor clubs urge a general recognition among service station operators and the public of the need to keep these restrooms clean."

AAA surveys have consistently shown almost one-half of the service station restrooms visted as unclean or filthy. The automobile association, however, has noted some gradual improvement during the past three or four years.

Aside from meeting this challenge from the AAA, there is another powerful motive for keeping stations and restrooms clean and that is PROFITS.

An impartial survey made by Coca-Cola and reported to the 1952 spring meeting of the API's Marketing Division (see NPN May 21, 1952, p. 100) showed that restroom condition is one of the factors which has a definite bearing on getting people out of the car. It was found that 11.5% of the drivers used restrooms in the very clean class; only 6.6% used those that were passably clean and but 4.3% patronized those designated as "otherwise."

Where "clean restroom" signs were clearly displayed, 11.5% of the drivers used them but where no signs were displayed only 8.6% of the drivers used the facilities. In other words, the survey showed that good merchandising of restrooms by attractive, well-displayed signs, contributes to a 34% more frequent usage.

How much does getting the customer out of the car contribute to more sales?

The survey showed that the 44.7% of customers who get out of their cars made 66.8% of all purchases. In the case of TBA, 93.2% of sales were made to people who left their cars.

Such facts and figures are a challenge to oil marketers to show what they can do to make stations more appealing. Many companies have continuing programs that are getting the job done. Some of these plans are described on the following pages.

Here's How Clean-Up Job Is Being Done

Service station clean-up campaigns are no longer a once-a-year program, but many companies place a little more push behind efforts in the spring. Winter is hard on stations in many areas and a thorough housecleaning is essential. Also, there is the psychological factor on the part of the public that everything should sparkle in spring and summer.

Signs, plaques and contests are at the top of the list in keeping clean-up campaigns going and successful. Human nature being what it is, dealers and station men need some incentive to put a little extra effort into their work.

Tourist Attraction—One example of this is a new folder prepared by Socony-Vacuum Oil Co. for its dealers. It emphasizes that "again this year, this will be America's favorite STOP SIGN" and shows the company's sign "Clean Rest Rooms" which is posted at stations.

The folder calls attention to the fact that before long some 20 million American motorists will be setting off on their billions of miles of summertime travel. "And—just as always—one of the biggest reasons why they'll prefer one service station to another is the assurance of finding clean, orderly restrooms."

There are four parts to the actual promotion of Socony's program:

1. A company salesman checks restrooms against the standards set for the 1953 clean restroom;

2. Once restrooms are eligible, the dealer signs an endorsement of the program, promising to maintain the standards set. Company salesmen are under orders to remove the blue clean restroom sign from any station that fails to live up to the dealer's signed endorsement of the program;

3. By the first of May, a Socony salesman will see that qualified dealers receive their signs;

4. The company also furnishes plaques to be signed and hung in restrooms. These tell the motorist that the dealer is keeping facilities clean for his customers.

'Sign' of Excellence—The Wadhams Division of Socony-Vacuum is continuing the program of guaranteed clean restrooms where posted signs so state. If such restrooms fail to meet minimum standards, the dealer loses his sign. Some 14 dealers last year lost their signs but most of them cleaned up facilities and asked to have their signs returned.

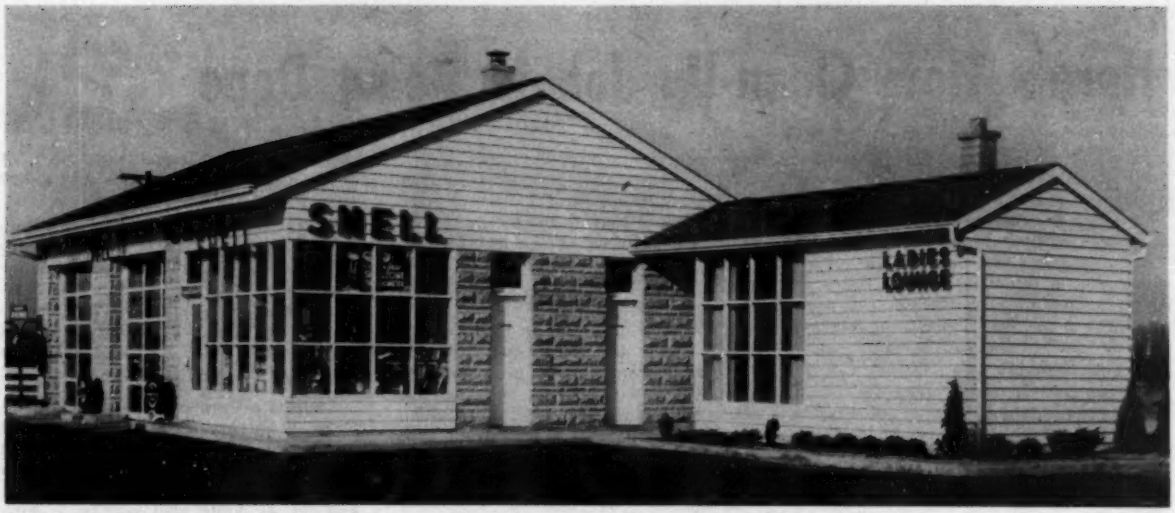
In its restroom cleanliness program, Wadhams has found that brightly lighted rooms generally are cleaner than those dimly lighted. The company also insists that there is no excuse for untidiness even though a station is located in a rural area without full facilities at its disposal.

Clean-Up Campaign — Sinclair Oil Corp. is setting up a dealers' service bureau in New York City. Dealers may sign a voluntary agreement to support the clean restrooms program, and by so doing will receive a curb sign (about 30" x 37½") for their stations.

In restrooms, Sinclair will provide postcards requiring no postage for motorists to mail to the dealers' bureau in New York with suggestions or criticisms. District managers and dealers will be notified of comments. If restrooms are not kept clean, the sign will be removed and the agreement will be off.

A plaque is placed in each restroom and states "This Rest Room is maintained for your convenience.

CLEANLINESS is stressed in these restrooms. The one on the left is at one of Shell Oil Co. of Canada's ladies lounges while that at right is at a Sinclair station. Note the plaque which Sinclair places in all approved restrooms



LADIES LOUNGE at one of Shell Oil of Canada's stations on the Queen Elizabeth Highway is shown at right in photograph. This offers deluxe accommodations for the comfort of motorists, including easy chairs in a home-like atmosphere

Please help us keep it clean. Thank you."

It Takes Work—The Texas Co. has a continuing program encouraging dealers to use elbow grease at stations. In picture and text form, its dealer magazine shows how the job is being done at stations. Many points, normally forgotten, such as lubricating restroom locks, etc., are pointed out, as well as frequent use of the broom and mop.

What Dealers Can Do—The Pure Oil Co. uses the "OK'd restroom" program with appropriate signs to tell the motoring public that facilities are clean. Pure encourages dealers to landscape station areas to provide a fresh appearance. This is even carried to the doorway and window areas of the station buildings in many cases (see photo p. 33).

Pure Oil in its dealer magazine is telling dealers to "step down the street and get a customer's view of your station. Does it look like a station where your wife would take the family car for service? If it doesn't, better get the mops, brooms, squeegees and rakes from their winter hiding places and put them to work."

The company also tells its dealers to inspect pump island equipment for cleanliness and proper maintenance, and then to move into the station where windows, shelves and displays should be tidied up and made seasonal. "After you have given both restrooms the best spring housecleaning you have ever given them, work out some method and procedure for keeping them clean," the company says.

Pure tells of one Wisconsin dealer who pools resources with other Pure Oil dealers in his town. They hire a man to come in their stations once a week and thoroughly clean their restrooms, windows and sales areas. The dealer claims this method makes it easier for him to maintain restroom cleanliness during the rest of the week. During balance of week, a daily inspection and cleaning is made of the restrooms by the dealer or an employe, keeping them as clean as the ones in his own home.

The company warns dealers of the importance of personal appearance. "Get a full length mirror and take a look at yourself. If your uniform is beginning to look a little ragged . . . now is the time to order a new set."

April-September Push—Tide Water Associated features an annual cleanup campaign which will begin at the end of April and run through September. Principal points include:

1. Trash pickups. Company arranges regular pickups of rubbish that is hard to dispose of, such as old tires and auto parts. It is hauled to dumps, and the service is available to dealers until September.

2. Check sheets. Stations are checked monthly for cleanliness, appearance and details. As a twist, salesmen periodically switch zones and check up on one another's stations.

3. Restroom emphasis. Since the company regards restroom condition as very important, it makes special prices on brooms, supplies and equipment needed for "modernization."

4. Spring touch. Stations in need of renovation are painted and repaired, and landscaping is checked, with trimming of grass and shrubbery.

General Petroleum, Richfield and Union Oil report that their stations are on a 12-month schedule. Richfield said it has no special spring message for dealers in connection with housekeeping and restrooms. Union Oil will display some new restroom signs.

Check on Details — Standard of California makes a special effort to take care of minor repairs, painting and cleaning during the spring. Otherwise, the program is a continuing one with no special spring emphasis.

Local Attack—The Signal Oil Co., a division of Standard of California which markets through separate retail outlets with its own colors and trademarks, leaves it up to the districts to keep the stations in good appearance. In the Pacific Northwest, especially, efforts are made to emphasize cleanup after the winter season.

Bulletins to the field periodically reiterate the need for first-class restroom treatment.

The Urich Serve Yourself Stations, Inc., also regards housekeeping as a continuing problem. Repainting of signs and stations will be on a larger scale because dry weather permits uninterrupted work in the spring.

Stations Overhauled—The Pathfinder Petroleum Co., which has a West Coast chain of well-kept multiple pump stations, mostly self-serve, will review all its stations and do the necessary painting. This includes painting of pumps and posting of new banners. The girl attendants change into their summer uniforms.

Equipment rehabilitation is a daily consideration for Pathfinder, so

physical property is reconditioned as the needs arise. Because signs are an important feature of multi-pumps, the large signs will receive special attention. The neon tubes will be cleaned and painted and the signs generally will be touched up.

'Home-Clean' Program — Shell Oil Co. is renewing its "home-clean restroom" program in which dealers sign pledges to maintain spotless restrooms in return for a "home clean restroom" warranty that may be displayed at the station. The idea is that dealers must live up to the pledges to keep the warranties on display.

Spring Drive—Shell Oil Co. of Canada hits the subject of housekeeping particularly hard in the spring. This is in addition to its continuing clean-up campaign for home-clean restrooms. Occasionally, field marketing personnel conduct a housecleaning campaign with their own particular dealers. For example, this year a district manager is using a direct mail campaign designed to spark service station operators to stage a concentrated spring clean-up program. One of the key points in the campaign is a card with a check list of things which should be done at a station to clean it up. This card then is signed by the dealer and given to his sales representative who turns it in to the district office. Properly completed and signed cards are placed in a box and a drawing held with prizes being awarded.

The company has built deluxe ladies lounges at its stations on the Queen Elizabeth highway (see photos).

Public Inspection—Clean restrooms all the year around are stressed by Humble Oil & Refining Co., but in spring dealers are urged to make a thorough housecleaning. Dealers who pass an inspection performed by a group of disinterested private citizens get banners to hang on pump islands, pointing out that restrooms are clean.

Humble shows dealers how they can remodel or rehabilitate their restrooms through use of tile, paint, etc., and typical costs of each job. Then, if a dealer does want to remodel, and doesn't have money, company has a plan whereby it advances financial assistance, and the dealer is allowed to pay back through increses in rent, etc.

The company also has its "Welcome Week," during which dealers are urged to paint and clean up, and then invite the people in their neighborhood to visit them. A "Welcome Traveler" plan for the tourist season advises motorists they will find clean restrooms and receive good service at Humble stations.

Lube Tie-ins—Gulf Oil Co. is tying in its clean restrooms program with its spring lube program. It is having meetings with consignees and dealers urging them to paint and clean stations with special emphasis on restrooms.

Continental Oil Co. makes cleanliness a year-round deal. However, the company has started its "spring tonic" program on lubes and services. Conoco is telling its dealers they need to give an extra good spring cleaning to stations with special attention to restrooms to make this program effective. Fresh, clean uniforms for all hands at stations are important, the company advises.

FLOWER BOXES add an inviting atmosphere of cleanliness at this Pure Oil outlet. A number of companies are stressing attractive landscaping

Two-Year Course Offered In Oil Distribution

NEW YORK—An intensive two-year college course planned to meet the oil industry's need in the New York Metropolitan area for petroleum technicians, sales and business managers, and junior executives well rounded in oil distribution methods, will be offered for the first time next fall.

The Petroleum Education Foundation, made up of industry men interested in promoting the education of men for oil industry jobs, has joined with the State University of New York, Institute of Applied Arts and Sciences, in organizing the course.

Applicants for the course must be high school graduates. Students completing the course become eligible for the associate in applied science degree. The foundation is planning to offer a number of cash scholarships valued up to $300 each year.

During the second year, students may join the co-operative work-study plan, giving them paid work experience in the industry.

The regular course will be a full-time day program, but some subjects will be offered in the evenings to men employed in the industry.

Tentative curriculum includes marketing, selling, business management, chemistry, mechanics, typewriting, record keeping, effective speaking, writing and thinking techniques, sociolgy, psychology, industrial relations and American government.

Legal Snags Postpone Ohio Turnpike Completion

COLUMBUS, Ohio—Court action by asphalt interests to compel competitive bidding on both asphalt and concrete for the turnpike extending across northern Ohio, and legislation calling for an investigation of Ohio Turnpike Commission operations and finances, have postponed the scheduled turnpike completion date eight months to June 1, 1954.

Meanwhile, the Ohio General Assembly has completed action on a bill to provide $15 million for state highways. The state hopes to get an equal amount in federal aid.

NEW OFFICERS of the Eastern Petroleum Credit Managers Assn., are, left to right: Ralph B. Maloney, American Oil Co., Boston; William A. Foote, The Texas Co., Buffalo; Edward T. Morrison, Texaco, New York. Mr. Foote is the new president, and there are three regional vice presidents. The third, P. Richard Beck, Pennsylvania Refining Co., Butler, Pa., was not present when this picture was taken

Fuel Oil Collection Problems Cut By Bank's Plan, Oil Credit Men Told

By FRANK C. STURTEVANT
NPN Staff Writer

A new plan of bank-supervised credit and collection for fuel oil sellers was described to members of the Eastern Petroleum Credit Managers Assn., at its convention held in Atlantic City, March 30-31. Also discussed were current trends in oil company loans to dealers, developments in budget selling, credit card innovations, and extensions of credit to marine customers.

Under the new fuel oil credit plan, a group of home heating oil distributors in Rockville Center, New York, avail themselves of the services of the Franklin National Bank, in common with some 700 other local merchants including department stores and appliance dealers. As described by E. J. Donohue, president of the Chargeplan Corp., a company organized to carry on this unique service, the bank investigates credit, and issues a general credit card which may be honored by all participating merchants.

When a participating fuel oil dealer makes a delivery of home heating oil to an account approved by the bank, he may then turn over the delivery ticket to the bank and receive credit for the face value, less a 4% service charge. The fuel oil dealer has no further responsibility, as all billing and collecting is done by the bank.

Used by Small Distributors — For the most part the plan is now used by small fuel oil distributors who operate trucks only, obtaining supplies from bulk plants owned by others. Mr. Donohue said, in answer to a question, that the plan now costs the supplier nothing, but added that suppliers, in his opinion, might properly share some part of the 4% cost of the service, since the plan should remove most of the risk the supplier now takes in extending credit to the fuel oil dealer, and should materially speed up payments for heating oil supplies.

In this connection Mr. Donohue said that a method is being tried out by which suppliers may present a draft drawn on the fuel oil dealer's account for each load. This insures application of dealer cash proceeds first of all to liquidation of the dealer's indebtedness to his supplier.

Advantages of plan as claimed by Mr. Donohue, are the removal of credit risk from the fuel oil seller; relief from the expense of bookkeeping and collecting; better credit standing for the fuel oil dealer; less risk and faster collection for the supplier.

Among other things, questioning from the floor elicited from Mr. Donohue the assertion that where statements are rendered to heating oil accounts by distributors, on an average some 38% pay up within 30 days, whereas billing direct from a bank prompts 74% of the people to pay within 30 days. He also said that Chargeplan Corp. asserts prior right to the use of the plan elsewhere, and in fact is presently engaged in a legal contest to prevent a Philadelphia bank from using it.

Dealer Loans—Oil company loans to dealers today generally average between $1,000 and $1,500, it was indicated in a panel discussion on the subject. An interest rate of 5% a year is used almost universally. Defaults on dealer loans average below one half of one percent in number.

Construction loans are usually financed through bank mortages, with or without oil company participation, and normally run for periods of 10 to 15 years. Other loans are made for modernization, new equipment, full gasoline dumps, or TBA inventories, and generally run for periods of 12 to 36 months. Where at all possible down payments are obtained ranging from 10% on equipment to 25% on merchandise loans, but it was indicated that companies will finance promising lessees who in some cases may have as little as $200 in cash.

Repayments — Dealers invariably repay company loans by means of a gallonage charge which may range from one fourth cent per gallon to one cent per gallon, but always with an agreed monthly minimum. In a very few cases loans both for construction and for other purposes have been obtained from local banks direct by the dealers involved, and paid off by agreed gallonage charges. In such cases it is customary for the oil company to assign the gallonage payments which it collects from the dealer, to the bank.

The session on dealer loans was led by William A. Foote, The Texas Co., Buffalo, assisted by a panel including R. R. Jarvis, Socony-Vacuum, Boston; I. A. Keller, Shell, Boston; J. S. Neff, Gulf, Pittsburgh; and J. C. Stacks, Atlantic, Pittsburgh.

Financial aid to dealers should be regarded as loans for equity capital purposes, temporary in nature, and should in no way alter the traditional status of gasoline as a cash commodity, said Frank J. Hutchings, Esso Standard Oil Co., New York, speaking as one of a panel on miscellaneous credit problems. Another panel member, Richard W. Weiler, The Texas Co., New York, spoke of stiffer competition in gasoline marketing and observed that the oil industry would benefit in its search for dealers if an effort were made to

sell service station operation as a desirable and profitable vocation.

It was agreed that oil credit men have to recognize the importance of finding dealers in order to keep stations open. It was pointed out by other panel members that often good dealer prospects are employes of present dealers, who have worked enough years to accumulate some funds, even though small.

Credit Data Needed—It was also suggested that sales departments will need to pass on more information to credit managers than has been the custom, as competition gets sharper. And it was generally agreed that in the matter of finding dealers, the primary responsibility should remain with marketing departments. Other members of the panel included William M. Watson, Socony-Vacuum, New York, as moderator; George F. Walter, Cities Service, New York; and William Stockton, Atlantic Refining, Philadelphia.

Budgeting Fuel Oil—A budget plan for home heating oil customers inaugurated by Petroleum Heat & Power Co., at Stamford, Conn., was reported by Edward W. Penney as being used by 5% of its customers in that area. For comparison a check with other fuel oil marketers showed percentages of customers using budget plans as 2%, 1% and 3% in nearby points, with a high of 10% reported from Chicago. (See other comparisons which follow.)

For estimating annual fuel cost for new homes, Mr. Penney said his company uses an average for the locality. On all fuel estimates, 10% is added as a safety margin. In cases where estimates are too low, so that cost of fuel supplied at midseason exceeds the total of monthly payments, he said it is not practical to ask for an increased monthly amount, as customers seem to resent the request.

At the end of the season customers get a letter reporting on total fuel oil delivered, total amount collected, plus a check for any overpayment, or a bill for any deficit. Answering questions, Mr. Penney reported that at this time some 30% of all accounts are overpaid, partly due to a mild winter. He said budget customers get a package of 10 reply envelopes at the start of the season in which to mail their monthly payments. Ledger cards for budget accounts are identified by a small piece of colored cellophane, and no monthly statements are sent to them.

In general discussion a member said his company felt it unwise to omit monthly statements, on the theory that knowledge of a 10-month suspension of statements might invite bookkeeping improprieties on the part of temporary employes added during the peak of the heating season.

Another member reported on a budget program used by 31% of all customers. He described a plan for handling end-of-the-season deficits. Where a customer's fuel deliveries during the season exceed the total of his monthly payments, but the amount he still owes is less than 30% of the annual fuel bill, an offer is made to carry the deficit forward to the next heating season, at which time the budget is revised.

Maximum number of heating oil customers on budget plan was reported as 63%, by a distributor who has been using the plan for several years.

TBA budget selling was discussed briefly by a member who said his company handles budget billing for its dealers with no carrying charge, but limited to three monthly payments for tires and batteries only, where the sale is between $20 and $50; or six monthly payments, plus a 10% down payment on amounts over $50.

Credit Check Books — The new "Suncheck" style of credit card, a booklet of 25 pre-punched ticket-type invoices, during the first six months of operation resulted in an estimated increase in number of accounts of around 21%, and a rise in credit card dollar volume of around 15%, according to a report by Arnold Richardson, Sun Oil Co.

Sun dealers generally say they like the new system, and their comments indicate that about 70% of customers fill out the credit checks while waiting at the pump island, said Mr. Richardson. He added that by projecting from a survey of inactive accounts it is estimated that better than 97% of credit card holders like the new method. Most of those who objected mentioned the bulkiness of the package of checks.

Answering questions Mr. Richardson estimated that the cost of the credit checks is somewhere near the same as snap-out sales tickets formerly provided for dealers to use in writing up credit card sales. He also explained that checks collected by dealers must be mailed in to the company for credit, following long established company practice. For the new checks a special envelope is furnished to dealers. A printed schedule on the flaps of the envelopes tells the dealer the amount of postage required for the number of checks he encloses.

Marine Credit — Extending credit for bunker fuel requires considerably more investigation than is usual with other classes of risks, according to G. C. Carrington, Esso Export Corp., New York. He discussed some of the steps involved in marine credit, and emphasized the importance of getting a definite commitment as to time and place of payment. He was followed by W. A. Starr of The Texas Co. of New York who pointed out the advisability of asking for cash rather than rely on a lien against the ship for fuel furnished.

It pays to work closely with shipping agents, who may represent a number of owners, each with different methods of doing business, said Mr. Starr. He also said his company at times bills as many as four different parties, the ship owner, the agent, the operators and the charterers, so that all are aware of the obligation for bunker fuel supplied.

Credit and Public Relations—The attitude shown by credit men in handling credit applications, complaints, and other contacts with the public can do much to build a favorable public regard for the oil industry, said J. L. Dupree, partner, Ivy Lee and T. J. Ross, public relations counsellors, of New York. This favorable regard is well worth working for, he said, since most big battles of industry are eventually fought in the court of public opinion. Responding to questions from the floor he said that it would be a mistake to forego sound credit and collection practices with the idea of dodging unfavorable reactions.

Dealer Turnover — Oil marketing companies must come to grips with the problem of dealer turnover, said Willard W. Wright, general sales manager of the Sun Oil Co. Too hasty action in the past has often resulted in dealerships being offered to men who are not good managers of money or personnel.

Detailed studies of station operations to find out why some are profitable and others are not are also needed said Mr. Wright. He said his company has conducted such a study and is holding a series of dealer-management conferences to transmit the information thus obtained to dealers. Dealer failures should be regarded as a reflection on the supplying oil company, he said, and he felt that conferences and studies of type described should go far to reduce the number of them.

"To many people, the dealer is the oil industry," said Mr. Wright. "The successful dealer is a priceless gem in our marketing set-up," he concluded.

Presiding over convention sessions were Russell G. Bannister, Cities Service, Philadelphia, president of the association; and vice presidents Ralph B. Maloney, American Oil, Boston; and T. J. Serviss, Sinclair, New York. Program committee chairman was Paul T. Kinney, Socony-Vacuum, Philadelphia.

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Numerous Foreign, Domestic Prices Change

By HALSEY PECKWORTH, Jr.
NPN Staff Writer

Foreign price developments dominated the oil scene again in the early days of April. Kuwait crude was posted 15c lower in the Persian Gulf. In the Caribbean, cargo prices for Diesel and gas oils were up 0.125c per gal., and bunker "C" fuel was up 10c per bbl.

In the ocean freight field, the London basic time charter rate hit a three-year low (see p. 48), while at the same time spot rates for clean and dirty tankers in the Gulf-New York trade climbed almost $1.00 per ton to $2.57 (USMC minus 10%).

Domestically, there was no lack of market changes. Heavy fuel, in an unseasonal move, strengthened at the Gulf, New York Harbor, and in some of the Mid-Continent markets. Corning, Ohio, crude was down 8c bbl. Solvent lubes and propane prices eased in the Southwest. No. 2 fuel tank wagon prices were up in Westchester County, N. Y. There also were ups and downs in several retail gasoline price wars.

Anglo-Iranian Oil Co., Ltd., announced that it was posting, effective April 1 and until further notice, an export price for Kuwait crude oil, FOB Mena El Ahmadi, of $1.50 per bbl. for 31-31.9 API gravity. The company's new price for Kuwait oil, in effect, represents a reduction of 15c per bbl. from prices for other Middle East crudes that for the past several years have ranged from $1.65 per bbl. for 31-31.9 gravity up to $1.75 for 36-36.9.

In announcing the new posting, Anglo-Iranian said:

"The company's practice hitherto has been to sell Kuwait crude oil at a price adjusted to the level of postings for other Persian Gulf crude oils by reference solely to the conventional gravity scale of 2c per bbl. per degree API. The Kuwait posted price now established, reflects, however, a further adjustment in recognition of the fact that as between crude oils of different origin differing in gravity to any material degree the conventional adjustment does not necessarily preserve the true parity. Recognition of this fact has already been given in postings in other areas—notably for Venezuelan crude oils.

"For the relatively minor day to day variations in gravity that may occur in the 'run of the pipe line' production from the one field, the conventional gravity adjustment of 2c per bbl. per degree is being retained in accordance with general trade practice."

Anglo Iranian also said that its export prices for Iraq crude oils are as follows:

	Price (Bbl.)	API Gravity
Persian Gulf:		
FOB Fao Iraq	$1.75	36-36.9
Eastern Mediterranean:		
FOB Tripoli, Lebanon or Banias, Syria	$2.29	36-36.9

While Anglo-Iranian's export prices for Iraq crude oils of 36-36.9 gravity are the same as those posted for Iraq crude by Socony-Vacuum Overseas Supply Co. and other principal sellers of Middle East crudes, some producers said that the change in Kuwait crude price would cause them to make a "complete survey" of their Persian Gulf price structure. Other producers, however, said it might be a question merely of reducing their low gravity Persian Gulf prices.

Another principal foreign price development was the revision of Esso Export Corp.'s cargo price schedule at its Aruba, N. W. I., refinery, the world's largest plant in operation. The company's prices for Diesel and gas oils were increased 0.125c on March 31 to 8.125c for 43-47 d.i., 8.25c for 48-52 d.i., and 8.35c for 53-57. In addition, on April 2, the company's price for bunker "C" fuel in cargo lots was boosted 10c to $1.60 per bbl.

Lest any U. S. marketers cling to the belief that foreign developments have no effect on the domestic trade, East Coast chartering sources pointed out that, at ocean freight rates below the equivalents of about USMC minus 30%, Persian Gulf crude, including 10.5c bbl. duty, can reach the New York and Philadelphia refinery districts cheaper than comparable oil produced in West Texas.

The foreign situation also was giving marketers of heavy fuel cause for concern, but bunker "C" fuel, weak pricewise on a worldwide basis, was firming in the U. S. Gulf and New York Harbor markets. At the Gulf, a number of refiners increased their cargo prices for bunker "C" fuel from $1.50 to $1.60 per bbl., and New York Harbor sources said that "cut-price" heavy fuel was drying up.

A New York Harbor marketer, citing increasing difficulty in finding bunker "C" fuel at the Gulf and also a recent "cheat" sale in the Mediterranean (see April 1, NPN, p. 50), made the half-joking and half-serious comment, "Next thing we'll be importing bunker oil from Italy." With timecharter rates at a three-year low of approximately $3.12 per ton per month, such a development is more than "just a possibility," it was said.

As NPN was going to press, Esso Standard Oil Co. announced a general increase in its refinery and terminal prices for residual fuels along the East Coast (see p. 48).

Other U. S. product price changes included the 0.5c reduction to 3.625c in price for tank car lots of propane by one supplier on the Gulf Coast (see p. 48), and export offerings of solvent bright stock in the same area at 21.5c per gal., off 0.75c.

Wholesale markets for both gasoline and distillates generally were quiet, with the season not well under way for the former and not quite over the latter.

In Westchester County, N. Y., Esso Standard Oil Co. increased its tank wagon price for No. 2 fuel from 13.4c to 13.8c, effective April 2. During the price control period, Esso said, its price for No. 2 fuel in this area was "frozen below the competitive level," adding that, in accordance with industry practice in Westchester it was

Summary of Daily Gasoline Prices (March 31 through April 6)

	Monday April 6	Friday April 3	Thursday April 2	Wednesday April 1	Tuesday March 31
Motor Gasoline 93 Oct. (Premium):					
N. Tex. (Texas & New Mex. shpt.)	13.2-13.25	13.2-13.25	13.2-13.25	13.2-13.25	13.2-13.25
W. Tex. (Texas & New Mex. shpt.)	12.5	12.5	12.5	12.5	12.5
E. Tex. (Truck Tnsp.)	12.25	12.25	12.25	12.25	12.25
Cent. W. Tex. (Truck Tnsp.)	....	....	....	....	....
Motor Gasoline 90 Oct. (Premium):					
N. Tex. (Texas & New Mex. shpt.)	12.75(2)	12.75(2)	12.75(2)	12.75(2)	12.75(2)
W. Tex. (Texas & New Mex. shpt.)	12.5-12.75	12.5-12.75	12.5-12.75	12.5-12.75	12.5-12.75
E. Tex. (Truck Tnsp.)	11.75-12.75	11.75-12.75	11.75-12.75	11.75-12.75	11.75-12.75
Cent. W. Tex. (Truck Tnsp.)	....	....	....	....	....
Motor Gasoline 88 Oct. (Premium):					
Okla., Group 2 (Okla. shpt.)	(3)11.5-11.875	(3)11.5-11.875	(3)11.5-11.875	(3)11.5-11.875	(3)11.5-11.875
Okla., Group 3 (Northern shpt.)	(6)11.375-11.75	(6)11.375-11.75	(6)11.375-11.75	(6)11.375-11.75	(6)11.375-11.75
Midwestern (Group 3 basis)	(4)11.375-11.75	(4)11.375-11.75	(4)11.375-11.75	(4)11.375-11.75	(4)11.375-11.75
N. Tex. (Texas & New Mex. shpt.)	11.75-12.75	11.75-12.75	11.75-12.75	11.75-12.75	11.75-12.75
W. Tex. (Texas & New Mex. shpt.)	12(2)	12(2)	12(2)	12(2)	12(2)
E. Tex. (Truck Tnsp.)	11.75-12	(2)11.75-12	(2)11.75-12	(2)11.75-12	(2)11.75-12
Cent. W. Tex. (Truck Tnsp.)	12	12	12	12	12
Motor Gasoline 86 Oct. (Premium):					
N. Tex. (Texas & New Mex. shpt.)	....	....	....	....	....
W. Tex. (Texas & New Mex. shpt.)	12	12	12	12	12
E. Tex. (Truck Tnsp.)	11.75	11.75	11.75	11.75	11.75
Motor Gasoline 84 Oct. (Regular):					
N. Tex. (Texas & New Mex. shpt.)	10.75-11.7	10.75-11.7	10.75-11.7	10.75-11.7	10.75-11.7
W. Tex. (Texas & New Mex. shpt.)	10.75-11.25	10.75-11.25	10.75-11.25	10.75-11.25	10.75-11.25
E. Tex. (Truck Tnsp.)	10.75-11.25	10.75-11.25	10.75-11.25	10.75-11.25	10.75-11.25
Cent. W. Tex. (Truck Tnsp.)	....	....	....	....	....
Motor Gasoline 82 Oct. (Regular):					
Okla., Group 3 (Okla. shpt.)	(4)10.5-10.875	(4)10.5-10.875	(4)10.5-10.875	(4)10.5-10.875	(4)10.5-10.875
Okla., Group 3 (Northern shpt.)	(6)10.375-10.625	(6)10.375-10.625	(6)10.375-10.625	(6)10.375-10.625	(6)10.375-10.625
Midwestern (Group 3 basis)	(5)10.375-10.5	(5)10.375-10.5	(5)10.375-10.5	(5)10.375-10.5	(5)10.375-10.5
N. Tex. (Texas & New Mex. shpt.)	(2)10.75-11.25	(2)10.75-11.25	(2)10.75-11.25	(2)10.75-11.25	(2)10.75-11.25
W. Tex. (Texas & New Mex. shpt.)	10.75-11(2)	10.75-11(2)	10.75-11(2)	10.75-11(2)	10.75-11(2)
E. Tex. (Truck Tnsp.)	10.75-11	(2)10.75-11	(2)10.75-11	(2)10.75-11	(2)10.75-11
Cent. W. Tex. (Truck Tnsp.)	10.75	10.75	10.75	10.75	10.75
Motor Gasoline 80 Oct. M & below:					
Okla., Group 3 (Okla. shpt.)	9.625-10.125	9.625-10.125	9.625-10.125	9.625-10.125	9.625-10.125
Okla., Group 3 (Northern shpt.)	9.5-9.875	9.5-9.875	9.5-9.875	9.5-9.875	9.5-9.875
Midwestern (Group 3 basis)	9.625-9.75(2)	9.625-9.75(2)	9.625-9.75(2)	9.625-9.75(2)	9.625-9.75(2)
N. Tex. (Texas & New Mex. shpt.)	(2)9.75-10.5	(2)9.75-10.5	(2)9.75-10.5	(2)9.75-10.5	(2)9.75-10.5
W. Tex. (Texas & New Mex. shpt.)	10.25-10.5	10.25-10.5	10.25-10.5	10.25-10.5	10.25-10.5
E. Tex. (Truck Tnsp.)	9.875-10.5	9.875-10.5	9.875-10.5	9.875-10.5	9.875-10.5
Cent. W. Tex. (Truck Tnsp.)	10	10	10	10	10
Motor Gasoline 93 Oct. (Premium):					
New York harbor	13.85-15	13.85-15	13.85-15	13.85-15	13.85-15
New York harbor, barges	13.75-14.9	13.75-14.9	13.75-14.9	13.75-14.9	13.75-14.9
Philadelphia	15.15-15.2	15.15-15.2	15.15-15.2	15.15-15.2	15.15-15.2
Philadelphia, barges	15.05	15.05	15.05	15.05	15.05
Baltimore	12.9-15(2)	12.9-15(2)	12.9-15(2)	12.9-15(2)	12.9-15(2)
Baltimore, barges	12.8	12.8	12.8	12.8	12.8
Motor Gasoline 90 Oct. (Premium):					
New York harbor	13.85	13.85	13.85	13.85	13.85
New York harbor, barges	13-13.75	13-13.75	13-13.75	13-13.75	13-13.75
Philadelphia	15.15	15.15	15.15	15.15	15.15
Philadelphia, barges	15.05	15.05	15.05	15.05	15.05
Baltimore	12.9-13.1	12.9-13.1	12.9-13.1	12.9-13.1	12.9-13.1
Baltimore, barges	12.8-13	12.8-13	12.8-13	12.8-13	12.8-13
Motor Gasoline 86 Oct. (Regular):					
New York harbor	(3)12.85-13.6	(3)12.85-13.6	(3)12.85-13.6	(3)12.85-13.6	(3)12.85-13.6
New York harbor, barges	12-13.4	12-13.4	12-13.4	12-13.4	12-13.4
Philadelphia	(2)13.7-13.9	(2)13.7-13.9	(2)13.7-13.9	(2)13.7-13.9	(2)13.7-13.9
Philadelphia, barges	13.6-13.8	13.6-13.8	13.6-13.8	13.6-13.8	13.6-13.8
Baltimore	11.9-13.5	11.9-13.5	11.9-13.5	11.9-13.5	11.9-13.5
Baltimore, barges	11.8-12	11.8-12	11.8-12	11.8-12	11.8-12
Motor Gasoline: Western Penna., Bradford-Warren:					
90 Oct. (Prem.)	13.75(2)	13.75(2)	13.75(2)	13.75(2)	13.75(2)
86 Oct. (Regular)	12.75(2)	12.75(2)	12.75(2)	12.75(2)	12.75(2)
Western Penna., Oil City:					
90 Oct. (Prem.)	13.75-13.9	13.75-13.9	13.75-13.9	13.75-13.9	13.75-13.9
86 Oct. (Regular)	12.75-12.9(2)	12.75-12.9(2)	12.75-12.9(2)	12.75-12.9(2)	12.75-12.9(2)
Western Penna., Pittsburgh:					
90 Oct. (Prem.)	13.9(2)	13.9(2)	13.9(2)	13.9(2)	13.9(2)
86 Oct. (Regular)	12.9(2)	12.9(2)	12.9(2)	12.9(2)	12.9(2)

continuing to allow 0.5c discount on deliveries in excess of 300 gals.

The only domestic crude oil price change was in Ohio where Joseph Seep Purchasing Agency of South Penn Oil Co. reduced its posted price for Corning crude 8c to $2.62 per bbl. The reduction, company said, was due to the Buckeye Pipe Line Tariff for gathering being increased, also by 8c per bbl. Prices for no other grade of oil the company buys were affected, South Penn said. The company is the largest purchaser of Pennsylvania grade crudes. Corning, however, produced in southeastern Ohio, is not a Pennsylvania grade oil.

Retail gasoline marketers had their ups and downs. Details follow. Prices are exclusive of state and federal taxes, amount of which is shown in parentheses.

Des Moines (6c)—Month-long price war "went out" with March when stations handling major brands of regular-grade began selling at prewar price of 20.4c, and private brands generally at 18.4c. When the price battle was at its height, major brands were selling as low as 12.9c, and private brands at 11.9c.

Providence (6c)—Most stations handling major brands cut prices for regular to 17.9c, off 1.5 to 2c, with an "extreme" low of 14.9c posted in the suburbs—compares with a "normal" of 19.9c. Several major suppliers cut regular-grade tank wagon postings 1c to 13.9c.

Saginaw (6.5c)—Following the trend in other parts of Michigan (see April 1, NPN, p. 51), most private brand service station operators raised their prices 1c for both regular-grade and premium. Private brands of regular, after increases, generally ranged from 18.4 to 19.4c, while

stations handling major brands mostly were unchanged at 22c.

Jacksonville, Fla. (9c)—Price cutting hit Jacksonville with prices at most service stations down 5c. Most major brand outlets were posting regular-grade at 13.9c with private brand stations selling at 12.9c. Majors were posting 14.2c or 15.2c tank wagon but majority reportedly were granting "allowances" which gave the dealer a net cost of 9.9c.

GULF COAST

Kerosine Prices Range 0.125c Higher

Kerosine quotations in the Gulf cargo market ranged from 9 to 9.125c, up 0.125c on the high, and heavy fuel prices the past week generally were firmer. Trade source said that most of the inquiries in the spot market centered on top quality motor fuel and low sulfur bunker oil, but prices for middle distillates—large lots of which are being sold forward—continued firm. Regular-grade and low octane gasolines have yet to come into any degree of seasonal strength, it was said.

The kerosine price range was higher when an Independent quoted 9.125c, and this same refiner offered regular-grade gasoline, 86 oct., at 11c per gal., later revising his price for this grade to 11.125c.

Heavy fuel, weak-worldwide but in strong hands at U. S. Gulf, was hiked by one major refiner from $1.50 to $1.60 per bbl., and a number of Independents quoted spot cargo lots of residual at prices ranging from $1.60 to $1.65 per bbl.

The principal bar to spot trading was the fact that very few offerings of top-grade motor fuel and low sulfur bunker oil, both of which were in demand, were available outside of regular supply channels. An inquiry for a cargo of kerosine for export was in the market and, judging by the slow liftings of jet fuel for government account, trade sources said the buyer should have no trouble finding material. No. 2 fuel was plentiful for prompt loading, although demands for early materials were negligible.

Sale of a cargo of gas oil, 48-52 d.i., was reported "at low *Oilgram*, date of lifting" (8.25c) by one refiner, and another disclosed that he had made a number of cargoes of No. 2 fuel available for summer lifting.

Since the entry of California buyers last month in the gasoline market, trading has received little stimulus, particularly from the Midwest and eastern trade. For some months now, export demands for gasoline have been at low ebb, although one company was said to be "looking over the market" for an April cargo.

ATLANTIC COAST

Heavy Fuel Prices Firmer

The residual market along the eastern seaboard lost much of its "looseness" during the early days of April largely as the result of higher ocean freight rates and reduced imports from the Caribbean.

From a seasonal standpoint, however, rising ocean freight rates could not be expected to have the "electric" impact on East Coast terminal fuel oil markets that a freight boost would exert in the fall of the year. Both distillate and heavy fuel buyers were proceeding cautiously most of them buying only enough for their current requirements. Gasoline was "plentiful," most reports said.

Rise in spot ocean freight rates from the Gulf of about 85c per ton to $2.57 did much to eliminate the "cheap" cargoes of bunker oil, delivered New York, that have been undercutting the harbor market for several months. In addition, cutbacks both in crude production and refinery output in the Caribbean area (there wasn't much bunker oil offered at the U. S. Gulf) have done much to relieve eastern terminal operators of the need to move bulkly inventories in the season when sales normally are slowing down.

At New York Harbor, heavy fuel at below $1.85 per bbl., delivered in cargo lots no longer was available, this price being the contract cost price of the majority of terminal operators. No activity in barge deliveries of residual oils was indicated, although some sources declared that prices for No. 4 fuel had firmed.

With many suppliers bringing up the question of next year's light fuel oil sales to their barge reseller and cargo customers, little activity was indicated in the spot market for these products. One major reportedly has offered his customers a 10% increase in allotments for the 1953-54 season based on the past winter, but most other suppliers are said to be estimating how much their direct marketing outlets will need next winter before "coming to terms" with their reseller trade.

At New York Harbor, where the majority of suppliers quote 9.65c for No. 2 fuel, traders said that a bid of 9.25c "probably would" bring out offerings. One sale was said to have been closed, at "9.3c less 1%," on a 10,000-bbl. quantity, but this was not confirmed.

CHICAGO DISTRICT

Quoted Prices Unshaken by 'Discounts'

Despite sharp "discounting" in distillates last week, Chicago District suppliers refused to recognize this competition by reducing their general market quotations at primary supply terminals. Typical comment was that "price cutting is not selling a drop of oil."

Similarly, yard prices held to the levels of several weeks standing—range oil, 11.8 to 12c and No. 2 fuel, 10.8 to 11c—despite pressure of haulers, some of whom said they could buy at 11c and 10c, respectively. Operator of one of the larger yards, still posting 12c for range oil and 11c for No. 2 fuel said there was "little point" in budging on prices this late in the season because amount of business involved is "small, and makes a bad start for next season."

Meanwhile, brokers offered "tag ends" of No. 2 fuel to the jobbing trade at 9c and up, FOB Chicago District, and range oil from 10.25c. Bid of 10.125c for 50,000 gals. of range oil was in the market, but no sales were disclosed.

Gasoline inventories generally were in good balance. Status of heavy fuels showed little change.

MIDWESTERN (Chicago-E. St. Louis Area)

Residuals Improve in Open Market

Although all products were idle in open market as far as Midwest buying was concerned last week, traders watching from sidelines saw a surge of strength in residual fuels. There was no interest in spot gasoline, but refiners' shipments to terminals gained momentum. Light fuels were declared "dead" for rest of the season.

Refiners' quotations for 58 and above d.i. Diesel fuel, narrowed to range from 8.125 to 8.375c, down 0.25c on the high, following reductions reported by two refiners.

The sudden show of strength in No. 6 fuel brought mixed reports from tank car marketers and refiners. Marketers, who earlier had placed orders with their suppliers at $0.70 for April shipment to northern buyers, said they "couldn't see it lasting." On the other hand, because of a netback of $0.89 to refinery, as against $0.70 and $0.75 for northern shipment, one Mid-Continent refiner reportedly began diverting virtually all of his No. 6 fuel to Gulf Coast buyers.

Those commenting on the developments in No. 6 fuel attributed the strength to:

1. Reductions in Texas, Kansas and Oklahoma crude production allowables.

2. Reduced crude runs because of big carry-over distillate stocks.

3. Gulf Coast strength. Also invoking for third year

running, 22c cwt. rail rate from Mid-Continent to Gulf for heavy fuel.

4. Lower refinery yields due to new cracking and coking units.

5. Tendency for refiners not already shipping to Gulf Coast to hold product "to see what happens."

Against this background of open market strength and reports that some suppliers asked as high as $1.05 for low-sulfur No. 6 fuel of resellers, refiners' prices were unchanged at $0.85 to $0.90 to the trade.

CENTRAL MICHIGAN

Light Fuels Quoted Lower

Range oil and No. 3 fuel were quoted lower in Central Michigan last week when one refiner made an across-the-board "adjustment" in his light and heavy fuel prices. Inventories of all products showed only slight changes as seasonal shift in demand away from fuel oils and toward gasoline began.

While emphasis of demand began to swing to gasoline, increased refinery yields brought increases in product storage at some plants previously operating from bare working stocks.

Position of residual fuel showed little change. Overall, product was described as "fairly steady," but despite low inventories, a number of refiners continued to meet "low" (6c, FOB Central Michigan) prices in some areas.

Refiners' quotations for No. 3 fuel ranged from 10.375 to 11c, down 0.125c on the low. Range oil quoted at 11.5 to 12.25c, was down from 11.55c on the low. Offerings by one refiner of 2,500 bbls. each of Nos. 1 and 2 fuels remained in market.

WESTERN PENNA.

Wax Supply Tightens

Recently developed scarcity in scale wax offerings for export was the only supply change reported in Western Penna. the first week of April. Crude scale also was reported as most active product with prompt material scarce even to domestic trade.

Most refiners indicated little or no improvement in lubricating oils and some prices remained weak. Gasoline demand still was slow, while late-season demand for heating oils was holding up well.

Majority of refiners normally suppplying scale wax said they were sold up well into May, and were not offering against numerous inquiries from New York exporters. With prompt material tight in the field, there was no need to meet East Coast competition which would give "low" netback at refinery, they pointed out. Sales at 4c, low quoted tank car price, and also at 4.1c were disclosed. One refiner said he was shipping one 4.1c lot in May whereas buyer had sought March delivery.

End-of-February inventory report of National Petroleum Assn. showed Penna. lube stocks still climbing with 200 vis. neutral at 300,011 bbls., highest in recent years. Nevertheless, this grade still was reported most firm among base lube oils by most refiners, and "not easy" in supply. Some refiners indicated "more stability" in bright stock, while cylinder stocks generally were reported weak. Several refiners said they had made bulk sales of heavy neutral and bright at the lows of reported quotations but, generally speaking, open market demand remained quiet.

Demand continued especially active for crude (dark green) petrolatum and some tightness still prevailed.

Gasoline demand remained slow, although inter-refinery prices were reported strong and there was no indication of excess supplies. Late-season demand for heating oil coupled with steady demand for light fuels from industrial buyers continued to pull on inventories.

Crude Oil Prices

Corning, Ohio, crude cut 8c (see p. 37). No other changes reported in domestic crude prices in week ended April 4; for complete crude price schedules, see March 25 NPN, p. 50-51.

NPN Gasoline Index

	Cents Per Gal. Dealer T.W.	Tank Car
April 6	15.31	11.78
Month Ago	15.34	11.79
Year Ago	15.26	11.54

Dealer index is an average of dealer tank wagon prices ex tax in 50 cities.

Tank car index is weighted average of following wholesale markets for regular-grade gasoline, FOB refineries or terminals: Okla., Midwest, W. Penna., Calif., N. Y. Harbor, Philadelphia, Jacksonville, Boston and Gulf Coast.

MID-CONTINENT

Residual Oil Tightens Slightly

Residual fuel was slightly firmer in the Mid-Continent the past week, partly because Gulf Coast buyers were more interested in buying the product in Oklahoma, Kansas and Texas, according to trade sources. Burning oils, however, remained slow and lubricating oils generally were described as "weak," with conventional bright stock, and solvent bright and neutral prices down slightly. Gasoline shipments were on the increase, according to most refiners, following normal seasonal trend.

Oklahoma marketers said most suppliers at end of week were holding high sulfur fuel for $0.75, low sulfur for $0.80 or $0.85, for resale. Gulf Coast buyers reportedly were bidding for No. 6 and offering, generally, to pay "10c under *Platt's Oilgram* Gulf Coast Cargo low, delivered Houston," although one refiner said he had received bid of $1.60, delivered Houston.

Despite lateness of "residual season" trade sources said Mid-Continent heavy fuel market was "tighter" as result of heavier movement to Gulf Coast, switch to bigger asphalt production by some refiners, and also because "two or three" refiners now are using their residual production as fuel, instead of gas. There was an inquiry in market calling for 50,000 bbls. of No. 6 to be shipped between May 1, 1953, and May 1, 1954, although one refiner who received inquiry said he didn't think it was "too serious."

Majority of refiners said gasoline withdrawals at northern pipe line terminals were good, and local sales were increasing in most cases. On the other hand, one Oklahoma refiner said he had noticed "a lull" in withdrawals at some terminals, while a Kansas refiner reduced his regular-grade gasoline quotation to 10.5c, "to meet competition."

Conventional bright stock prices were off 0.5c, solvent bright and neutrals 1c, following reductions reported by two Mid-Continent refiners. One refiner who reduced both conventional and solvent prices said he was doing so to "get in line with the market," adding that demand was still "very slow" for most Mid-Continent lubes.

Burning oils were generally described as "dead for this season." According to most marketers, inventories are still high at most pipe line terminals and refineries, and despite offerings of Nos. 1, 2 and 3 at "discounts" from published prices, buying interest remains light.

Prices at Refineries and Terminals and by Tank Wagon

PRICES IN EFFECT APRIL 6

Prices herewith are reproduced from Platt's OILGRAM Daily Oil Price Service, associated with National Petroleum News, whose representatives in all NPN-OILGRAM offices devote their time exclusively to reporting oil industry prices everywhere.

Prices shown in tables are sales prices or quotations or general offers or posted prices by refiners, by pipeline terminal operators, and by tanker terminal operators; for current sales and shipments; for the business day or period stated; except Tank Wagon prices, prices are for bulk lots such as tank car, truck transport, barge; prices applying to barges or cargoes or truck transport lots only, so designated; FOB refineries or terminals; in cents per gal., except per bbl. where $ sign is shown; wax and petrolatums in cents per pound; ex all fees and taxes; for crude oil and its products lawfully produced and transported; reported as received by *OILGRAM* and National Petroleum News but not guaranteed; for subscribers' private use only and not for resale or distribution or publication. During period of short supply, some sellers and at times all sellers, withhold quotations to new customers or the posting of firm prices but give *OILGRAM* the prices they otherwise would quote to the trade in general and which they confine to their regular customers only, and such prices appear in the price tables. Gasoline ratings are by ASTM Research Method and are minimum ratings, except where letter M is used to indicate that octane rating is by ASTM Motor Method. For further details of price conditions apply to any *NPN—OILGRAM* office or see back of any *OILGRAM* Price Service invoice.

For complete price service delivered daily from nearest *OILGRAM* publishing office, New York, Cleveland and Houston, address Platt's Price Service, Inc., 1213 West 3rd St., Cleveland 13, Ohio. Annual Subscription rate in U. S.: $150 per year, payable in advance.

GASOLINE

OKLA., Group 3 (Okla. shpt.)

88 Oct. Prem.	(3)11.5–11.875
82 Oct. Reg.	(4)10.5–10.875
80 Oct. Reg.	....
60 Oct. M & below	9.625–10.125

OKLA., Group 3 (Northern shpt.)

88 Oct. Prem.	(6)11.375–11.75
82 Oct. Reg.	(6)10.375–10.625
60 Oct. M & below	9.5–9.875

MIDWESTERN (Group 3 basis)

88 Oct. Prem.	(4)11.375–11.75
82 Oct. Reg.	(5)10.375–10.5
60 Oct. M & below	9.625–9.75(2)

N. TEX. (Texas & New Mex. shpt.)

93 Oct. Prem.	13.2–13.25
90 Oct. Prem.	12.75(2)
88 Oct. Prem.	11.75–12.75
86 Oct. Prem.	....
84 Oct. Reg.	10.75–11.7
82 Oct. Reg.	(2)10.75–11.25
80 Oct. Reg.	....
60 Oct. M & below	(2)9.75–10.8

W. TEX. (Texas & New Mex. shpt.)

93 Oct. Prem.	12.5
90 Oct. Prem.	12.5–12.75
88 Oct. Prem.	12(2)
86 Oct. Prem.	12
84 Oct. Reg.	10.75–11.25
82 Oct. Reg.	10.75–11(2)
80 Oct. Reg.	....
60 Oct. M & below	10.25–10.5

E. TEX. (Truck transport lots)

93 Oct. Prem.	12.25
90 Oct. Prem.	11.75–12.75
88 Oct. Prem.	11.75–12
86 Oct. Prem.	11.75
84 Oct. Reg.	10.75–11.25
82 Oct. Reg.	10.75–11
80 Oct. Reg.	....
60 Oct. M & below	9.875–10.5

CENT. W. TEX. (Truck transport lots)

88 Oct. Prem.	12
82 Oct. Reg.	10.75
60 Oct. M & below	10

ARK. (For shipment to Ark. & La.)

88 Oct. Prem.	11.75
86 Oct. Prem.	....
80 Oct. Reg.	10.75
60 Oct. M & below	9.625

KANSAS (For Kansas destinations only)

90 Oct. Prem.	11.563–11.8
88 Oct. Prem.	11.563–12.375
86 Oct. Prem.	....
82 Oct. Reg.	x10.5–11.375
80 Oct. Reg.	....
60 Oct. M & below	9.6–10.625

WESTERN PENNA.

Bradford-Warren:

90 Oct. Prem.	13.75(2)
86 Oct. Reg.	12.75(2)

Oil City:

90 Oct. Prem.	13.75–13.9
86 Oct. Reg.	12.75–12.9(2)

Pittsburgh:

90 Oct. Prem.	13.9(2)
86 Oct. Reg.	12.9(2)

OHIO—Quotations of S.O. Ohio for delivery to Ohio points:

86 Oct. Reg.	13.5

CENTRAL MICHIGAN

(FOB Central Michigan refineries)

90 Oct. Prem.	(2)13.5–14.75
86 Oct. Prem.	13.25–13.75(2)
84 Oct. Reg.	(2)12.5–13.25
82 Oct. Reg.	(2)12.25–12.75

CALIFORNIA

Los Angeles Dist.:

90 Oct. Prem.	(2)14.1–18.1
80 Oct. Reg.	(2)13.1–15.6

San Francisco Dist.:

90 Oct. Prem.	17.85–18.6
80 Oct. Reg.	15.85–16.1

San Joaquin Valley Dist.:

90 Oct. Prem.	17.85–18.6
80 Oct. Reg.	15.85–16.1

KEROSINE, GAS & FUEL OILS

OKLA., Group 3 (Okla. shpt.)

41-43 w.w.	8.375–9
42-44 w.w.	8.375–9(2)
Range oil	8.375–8.75
58 & above D.I. Diesel	(2)8.125–8.875
No. 1 fuel	7.5–8.75
No. 2 fuel	7.25–8.5
No. 3 fuel	7.25–7.75
No. 6 fuel	$0.85–1.20

OKLA., Group 3 (Northern shpt.)

41-43 w.w.	(3)8.375–8.75
42-44 w.w.	(4)8.375–8.75(3)
Range oil	8.125–8.5
58 & above D.I. Diesel	(3)8.125–8.875
No. 1 fuel	7.5–8.5
No. 2 fuel	7.25–7.875
No. 3 fuel	(2)7.25–7.75
No. 6 fuel	$0.85–1.15

MIDWESTERN (Group 3 basis)

41-43 w.w.	(3)8.375–8.625
42-44 w.w.	(4)8.375–8.625(2)
Range oil	....
58 & above D.I. Diesel	(2)8.125–8.375(2)x
No. 1 fuel	7.5–8.375
No. 2 fuel	7.25–7.75
No. 6 fuel	$0.85–0.90(3)

N. TEX. (Texas & New Mex. shpt.)

41-43 w.w.	(2)8.75–9.5(2)
42-44 w.w.	9
58 & above D.I. Diesel	(2)8.5–9.25
No. 2 fuel	....
No. 6 fuel	$0.90–1.50

W. TEX. (Texas & New Mex. shpt.)

41-43 w.w.	8.75
42-44 w.w.	9.25–10.25
58 & above D.I. Diesel	....
No. 1 fuel	8.75–9.25(2)
No. 2 fuel	8.5–9
No. 6 fuel	$0.90–1.75

E. TEX. (Truck transport lots)

41-43 w.w.	9–9.25(2)
42-44 w.w.	9(3)
58 & above D.I. Diesel	8.25–9.25
No. 1 fuel	9.125
No. 2 fuel	....
No. 6 fuel	x$1.10–1.55

CENT. W. TEX. (Truck transport lots)

41-43 w.w.	9
58 & above D.I. Diesel	8.75
No. 1 fuel	....
No. 2 fuel	8
No. 5 fuel	....
No. 6 fuel	$1.25

KANSAS (For Kansas destinations only)

42-44 w.w.	8.625–9.75
52 & below D.I. Diesel	8.5–9.125
56 & above D.I. Diesel	8.5–9
No. 1 fuel	8.375–9.5
No. 2 fuel	(2)7.75–9.125
No. 4 fuel	....
No. 5 fuel	$1.40–1.475
No. 6 fuel	$1.00–1.20

ARK. (For shipment to Ark. & La.)

42-44 w.w.	8.875
Tractor fuel	9.5
Diesel fuel 52 & below	8.5
Diesel fuel 58 & above	8.875
No. 2 fuel	8
No. 3 fuel	7.625
No. 4 fuel	$1.70
No. 5 fuel	$1.50
No. 6 fuel	$1.35

WESTERN PENNA

Bradford-Warren:

Kerosine	11.25–11.95
55 cetane Diesel	11(2)
No. 1 fuel	....
No. 2 fuel	10.75–11.2
No. 3 fuel	10.75–11.2
36-40 gravity fuel	10.25

Oil City:

Kerosine	(2)11.25–11.65
50 cetane Diesel	10.5
No. 1 fuel	10.75–11.15
No. 2 fuel	10.5–10.75(2)
No. 3 fuel	10.5
36-40 gravity fuel	10.5

Pittsburgh:

Kerosine	(2)11.4–11.65
50 cetane Diesel	10.65
No. 1 fuel	11.35
No. 2 fuel	(3)10.65–10.75
No. 3 fuel	....
36-40 gravity fuel	10.525–10.65

CENTRAL MICHIGAN

(FOB Central Michigan refineries.)

Range oil	x11.5–12.25
46-49 w.w. kero.	11.55–12.4
P.W. distillate	(2)11.5–12(2)
No. 2 fuel	(2)10.75–11.5
No. 3 fuel	x10.375–11(3)
U.G.I. gas oil	(3)8.5–9.7
No. 5 fuel	(3)6.25–8.25
No. 6 fuel	(3)6–8

OHIO—Quotations of S.O. Ohio for delivery to Ohio points:

Kerosine	11.9
No. 1 fuel	11.7
No. 2 fuel	10.7
Diesel (Light & Med.)	11.7

CALIFORNIA

San Joaquin Valley Dist.:

40-43 w.w.	14.4–14.8
Heavy fuel (PS 400)	$2.05–2.15
Light fuel (PS 300)	$2.35(2)
Diesel fuel (PS 200)	12.2–13.3
Stove dist. (PS 100)	13.7–14.8

San Francisco Dist.:

40-43 w.w.	14.3–14.8
Heavy fuel (PS 400)	$2.05–2.15
Light fuel (PS 300)	$2.35(2)
Diesel fuel (PS 200)	12.2–13.3
Stove dist. (PS 100)	13.7–14.8

Los Angeles Dist.:

40-43 w.w.	(2)13.8–14.3
Heavy fuel (PS 400)	$1.80–2.10
Light fuel (PS 300)	$2.25–2.30(3)
Diesel fuel (PS 200)	10.25–13.2
Stove dist. (PS 100)	10.5–14.7

NATURAL GASOLINE

(Group 3 & Breckenridge prices are to blenders on freight basis shown below. Shipments may originate in any Mid-Continent manufacturing district.)

FOB GROUP 3	
Grade 26-70	5.5(Quotations)
FOB BRECKENRIDGE	
Grade 26-70	5(Quotations)

Refinery & Terminal Prices (Continued)

PRICES IN EFFECT APRIL 6

LUBRICATING OILS

WESTERN PENNA.

Prices are for sales made, or offers reliably reported, to jobbers & compounders only.

Viscous Neutrals—No. 3 col. Vis. at 70° F. 200 Vis. (180 at 100°) 420-425 fl.

10 p.t.	28.5
15 p.t.	27.5
25 p.t.	26(3)

150 Vis. (143 at 100°) 400-405 fl.

10 p.t.	x24.5
15 p.t.	x23.5
25 p.t.	(2)22-23(2)

Bright Stocks

145-155 vis. at 210°, 540-550 fl. No. 8 col.

10 p.t.	26.5
15 p.t.	25.5
25 p.t.	(2)24-25(4)

Cylinder Stocks

600 s.r. filterb'l	(2)19-20
650 s.r.	(2)20-21
600 flash	(2)22-24(2)
630 flash	27-28

MIDCONTINENT LUBES

FOB Tulsa basis, for domestic shipment only. Bright Stocks, vis. at 210° Neutrals, vis. at 100°, 0-10 p.p.

Neutral Oils—Conventional Pale Oils	Col.	
60-85 vis.	2.	11-12
86-110 vis.	2.	11.5-12.25
150 vis.	3.	11.75-12.5
180 vis.	3.	12.25-12.75
200 vis.	3.	12.25-13
250 vis.	3.	12.75-13.25
280 vis.	3.	13-13.5
300 vis.	3.	13.25-13.75

Bright Stock—Conventional

200 vis. D:	
10-25 p.p.	x23.5
150-160 vis. D:	
0-10 p.p.	x20.5-22
10-25 p.p.	x20-22
120 vis. D:	
0-10 p.p.	x19.5-21

Bright Stock—Solvent

150-160 vis. 0-10 p.p., 95 v.i.	x23-25(2)

Neutral Oils—Solvent (95 v.i.)

170-180 vis.	x13-15(3)
200-210 vis.	x13.5-15.5(3)
300 vis.	x14.5-16.5(2)

Cylinder Stocks

600 s.r., olive green	18

GULF COAST—Solvent Refined Lubes.

From Mid-Continent grade crude. Prices FOB ship at Gulf for export.

Bright stock—Vis. at 210°	
150-160 vis., 0-10 pour test, 95 v.i.	x(2)21.5-24

Neutral Oils—Vis. at 100°; 95 v.i.; 0-10 p.t.

100 vis.	(2)13-14
200 vis.	(2)14-16
300 vis.	(2)15-17
500 vis.	(2)17-18.25

SOUTH TEXAS LUBES

(Vis. at 100° F. FOB S. Tex., refineries for domestic and/or export shipment.)

PALE OILS:

Vis.	Color	
100	1½-2½	(5)10.5-11
200	2-3	(5)12-13
300	2-3	(5)13-14
500	2½-3½	(5)14-15
750	3-4	(5)15-16
1200	3-4	(5)16-17
2000	4	(3)17-18(3)

RED OILS:

Vis.	Color	
100	5-6	(4)10.5-11
200	5-6	(5)12-13
300	5-6	(5)13-14
500	5-6	(5)14-15
750	5-6	(5)15-16
1200	5-6	(5)16-17
2000	5-6	(5)17-18

PETROLATUMS

WESTERN PENNA.

(Bbls., carloads; tank car, 1 to 1.5c less.)

Snow white	(2)6.875-7.375
Soft white	(3)6.625-7.25
Lily white	(2)6.375-7
Cream white	(2)6-6.75
Soft yellow	5(3)
Light amber	(3)5-5.25
Amber	(3)4.75-5
Red	4.5-4.75(2)

Marketer of Petroleum Products

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New York Boston

METAL CLAD TANK INSULATION

Our Welded Web insulation method is incorporated within standard specifications of five major oil companies—all repeat order customers.

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No costly painting—ever—with rust-proof aluminum.

and Now: A METAL CLAD ROOF SYSTEM

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A McGRAW HILL PUBLICATION

Refinery & Terminal Prices (Continued)

PRICES IN EFFECT APRIL 6

ATLANTIC & GULF COASTS

Prices are of refiners, FOB their refineries & tanker terminals and of tanker terminal operators, FOB their terminals. Ships' bunkers prices are exclusive of lighterage.

District	92 Oct. Prem. Gasoline	90 Oct. Prem. Gasoline	86 Oct. Reg. Gasoline	83 Oct. Reg. Gasoline	Kerosine No. 1 Fuel(*)
N. Y. Harbor	13.85-15	13.85	(3)12.85-13.6	....	10.75(19)
do barges	13.75-14.9	13-13.75	12-13.4	....	10.65(19)
Albany	14.2-15.2(4)	14.2	12.7-13.7(6)	....	11.05(9)
Baltimore	12.9-15(2)	12.9-13.1	11.9-13.5	....	10.85(10)
do barges	12.8	12.8-13	11.8-12	....	10.75(9)
Baton Rouge	....	....	....	11.1	9.7
do barges	....	....	....	11	....
Boston	14.95-15.7	14.95-15.2(2)	13.7(9)	12.7	10.95(16)
Charleston	13.3-14.475	13.3	(2)12.3-12.475	....	(3)10.7-10.9(3)
Corpus Christi	12.5-13.5	12.5	11.5(2)	....	....
Houston	12.25-13.3	12.25-13.3	(2)11.25-11.3	....	9.25-9.75
do barges	12.25-13.3	(2)12-12.25	11.25-11.3	....	9-9.25
Jacksonville	13.6(4)	13.3-13.6(2)	12.3-12.6(7)	....	11.4(11)
Miami	....	13.6	12.6	....	11.5(2)
Mobile	13.4(3)	13.4	12.4(3)	....	10.4(4)
New Haven	15(3)	15	13.5(3)	....	10.95(8)
New Orleans	12.6	....	11.6	11.3	9.7-10.15
do barges	12.6	....	11.6	11.3	9.7-9.95
Norfolk	12.9-14.6	12.9-13.2	11.9-12.6	....	10.75(7)
Pensacola	13.4	13.4	12.4	....	10.4(2)
Philadelphia	15.15-15.2	15.15	(2)13.7-13.9	....	10.85(10)
do barges	15.05	15.05	13.6-13.8	....	10.75(10)
Port Everglades	13.6(3)	13.6	12.6(4)	....	11.5(5)
Portland	15.05-15.2(3)	15.05-15.3	13.3(4)	....	11.05(9)
Providence	14.95-15.2(3)	14.95-15.2	13.7(5)	....	10.95(9)
Savannah	13.6(3)	13.3(2)	(2)12.3-12.6(5)	....	11.45(7)
Tampa	13.4(3)	13.3-13.4	12.3-12.4	....	11.15(8)
Wilmington, N. C.	13.05-14.55(2)	13.05-13.2	12.05-12.55	12.05	(3)10.7-10.9(4)

	No. 2 Fuel*	Gas House Gas Oil*	No. 4 Fuel	No. 5 Fuel	Diesel Oil Shore Plants* (50 cet., 55 d.t.)	Light Diesel Ships' Bunkers (45 cet., 45 d.t.)
N. Y. Harb.	9.75(19)	9.85	(11)$3.02-3.56	$2.55	(8)10.15-10.25	$4.24(4)
do barges	9.65(18)	....	(11)2.99-3.46	2.52	....	....
Albany	10.05(12)	10.45	3.75	....	10.45(4)	....
Baltimore	9.85(11)	9.95	3.05(3)	2.58	10.25(5)	4.24(4)
do barges	9.75(6)	....	2.99(3)	2.52	....	....
Baton Rouge	8.4	8.8	....	2.09	8.8	3.49
do barges	....	....	....	2.05	....	....
Boston	9.95(16)	10.35	....	3.01(5)	10.35(6)	4.27-4.28(2)
Charleston	9.9(5)	....	....	....	10(2)	4.15(2)
Houston	8.625-8.75	....	....	....	8.5(2)	3.49(6)
do barges	(2)8-8.5	....	2.85	....	....	....
Jacksonville	10.4(8)	....	....	....	10.4(6)	4.421(5)
Miami	10.5	....	....	....	10.5(2)	4.473(2)
Mobile	9.5(2)	....	....	....	9.5	....
New Haven	9.95(10)	....	3.15	....	10.35(5)	....
New Orleans	8.5-8.7(3)	....	....	2.09	8.7-9.1(3)	3.49(3)
do barges	8.7	....	....	2.06	....	....
Norfolk	9.75(6)	10.15	3.00	2.56(2)	10.15(4)	4.19-4.24(2)
Pensacola	9.5	....	....	....	9.5	....
Philadelphia	9.85(10)	9.95	(3)3.06-3.10	2.54(6)	10.25(8)	4.24(4)
do barges	9.75(9)	....	....	....	....	....
Pt. Everglades	10.5(4)	....	....	....	10.5(5)	4.473(3)
Portland	10.05(9)	10.45	....	....	10.45(4)	....
Providence	9.95(9)	10.35	2.99	2.99(2)	10.35(4)	4.23
Savannah	10.45(7)	....	2.71-2.76	....	10.45(5)	4.452(5)
Tampa	10.25(5)	....	....	....	10.25(6)	4.368(5)
Wilmington, N. C.	9.9(7)	9.9	....	....	10(2)	4.15(3)

	No. 6 Fuel No Sulfur Guarantee	No. 6 Fuel No Sulfur Guarantee Barges	No. 6 Fuel Max. 1% Sulfur	No. 6 Fuel Max. 1% Sulfur Barges	Bunker C Fuel Ships' Bunkers	Heavy Diesel Ships' Bunkers
N.Y. Harb.	$2.00(14)	$2.00(14)	(3)$2.10-2.15	(3)$2.10-2.15	$2.00(10)	$3.91(4)
Albany	2.35	....	....	....	....	....
Baltimore	2.05(5)	2.00(4)	2.26	2.25	2.00(4)	3.91(2)
Baton Rouge	1.63	1.60	....	....	1.60(2)	3.24
Boston	2.04(7)	2.04(5)	2.19	2.19	2.04(5)	...
Charleston	1.98(2)	1.95(3)	....	....	1.95(3)	...
Corpus Christi	1.63	1.60	....	....	1.60(2)	3.15
Houston	1.60-1.75x	(3)1.60-1.70(2)	....	....	(7)1.60-1.85(2)	3.24(5)
Jacksonville	1.95(6)	1.92(6)	....	....	1.92(6)	...
Miami	1.90	1.87	....	....	1.87(3)	...
Mobile	1.65	1.65	....	....	1.65	...
New Haven	2.02(3)	2.02	....	....	2.02(2)	...
New Orleans	1.63(2)	1.60(2)	....	....	1.60(4)	3.24(2)
Norfolk	2.01(3)	1.98(4)	....	....	1.98(5)	...
Pensacola	....	1.85	....	....	1.85-1.90	...
Philadelphia	2.03(8)	2.00(8)	2.18(5)	2.15(5)	2.00(8)	3.91(4)
Pt. Everglades	1.90(2)	1.87(2)	....	....	1.87(3)	...
Portland	2.07(2)	2.04	....	....	2.04	...
Providence	(3)2.01-2.02(2)	(2)2.01-2.02	2.26	....	2.01-2.02(2)	...
Savannah	1.98(5)	1.95(4)	....	....	1.95(5)	...
Tampa	1.87(5)	1.84(4)	....	....	1.84(5)	...
Wilmington, N. C.	....	....	....	....	....	...

(*) At Atlantic Coast refineries and terminals south of Maryland, and at Tampa, prices of some sellers to bulk commercial consumers are 0.15c higher than prices shown above.

WAX

WESTERN PENNA. (T.C., in Bulk)

White Crude Scale:

122-124 A.m.p.	4-4.5x
124-126 A.m.p.	4-4.5x

SEABOARD

Melting points are AMP, 3° higher than EMP. Prices are for carload lots. Domestic prices are FOB refinery; scale in bags or bbls.; fully refined, slabs loose. Export prices are FAS; scale in bags or bbls., fully refined in bags or cartons.

Crude Scale	N.Y. Domestic	N.Y. Export
124-126 white	5.6(2)	5.1-5.6(2)
Fully Refined:		
123-5	7.45	....
125-7	7.45(3)	7-8.15(3)
128-30	7.45(3)	7-8.15(3)
130-32	....	7.1-8.25
133-5	7.55(3)	7.1-8.25(2)
135-7	7.55(3)	7.25-8.4
138-40	7.55(3)	7.6-8.75
143-5	7.55-8.3	7.8-9
149-51	9.55	....

CHICAGO DISTRICT PRICES

Prices to jobbers & distributors in tank car and/or truck transport lots FOB refineries, pipe line terminals and inland waterway barge terminals.

Motor Gasoline	
88 Oct. Prem.	12.85-13.625
82 Oct. Reg.	(3)12.1-12.625
Light Fuel Oils	
Range oil	10.375-11.125
No. 2 fuel	(2)9.5-10.1
Heavy Fuel Oils	
No. 5, low sulfur	6.25
No. 5, high sulfur	(2)6.25-6.7
No. 6, low sulfur	(2)5.35-6.05
No. 6, high sulfur	5.2-5.7

NAPHTHAS & SOLVENTS

(FOB Group 3)	
Stoddard solvent	11.375(3)
Cleaners naphtha	11.875(2)
V.M.&P. naphtha	11.875(4)
Mineral spirits	10.875(4)
Rubber solvent	11.875(3)
Lacquer diluent	(2)12.125-12.375
Benzol diluent	(2)13.125-13.625

WESTERN PENNA.

Oil City:	
Stoddard solvent	14
Pittsburgh:	
Stoddard solvent	15(3)

OHIO—Quotations of S.O. Ohio for delivery to Ohio points:

V.M.&P. naphtha	17.0
Mineral spirits & stoddard solvent	16.0
Rubber solvent	14.875

E. TEXAS (Truck Trnspt. lots)

Stoddard solvent	11.25

CENT. W. TEX. (Truck Trnspt. lots)

Stoddard solvent	10.5

KANSAS (For Kans. Dest'n. only)

Stoddard solvent	11.8

ATLANTIC COAST

	V.M.&P. Naphtha	Mineral Spirits
New York Harbor	17(4)	16(5)
Philadelphia	16.5(4)	15.5(5)
Baltimore	....	15.5(3)
Boston	17.5(4)	16.5(5)
Providence	....	16.5(4)

LPG PRICES

(Of refiners, FOB refineries, in cents per gal. tank cars or transport trucks)

District	Commercial Propane	Industrial Propane
N. Y. Harbor	8	8
Philadelphia	8(3)	8(3)
Baltimore	....	....
Hastings	....	....
Gulf Coast	4.125	4.125
Houston	3.75	3.75
Toledo	7	7

Refinery & Terminal Prices (Continued)

PRICES IN EFFECT APRIL 6

GULF COAST—CARGOES, DOMESTIC & EXPORT, ALL PORTS

Cargo prices are FOB ship at U. S. Gulf, minimum of 20,000 bbls., and are by refiners only to other refiners, export agents, or tanker terminal operators. The figure in parentheses after each price indicates the number of companies quoting that price.

Aviation Gasoline (MIL-F-5572)	
Grade 115/145	17.75
Grade 100/130	16–16.75
Grade 91/96	15.75
Motor Gasoline	
92 Oct. Premium	12–12.25(2)
90 Oct. Premium	11.75–12–12.25
86 Oct. Regular	11(3)–11.125–11.25–11.5
83 Oct. Regular	10.5–10.75–11–11.25
79 Oct.	10.375–10.5–11
70-72 Oct. M Leaded	10–10.125–10.25–10.75
Kerosine & Light Fuels	
41-43 w.w. kerosine	9(2)–9.125x
No. 2 Fuel	8(4)–8.25
Diesel & Gas Oils	
43-47 Diesel index	8.125(2)–8.25(2)
48-52 Diesel index	8.25(2)–8.375(2)–8.5
53-57 Diesel index	8.375(2)–8.5–8.625
Heavy Fuels—Cargoes	
No. 5 Fuel, 0-10 p.t.	$2.25(2)–$2.50
Bunker C Fuel	x$1.60(6)–1.65–1.85

MIDDLE EAST CRUDE PRICES

Posted Export Prices of Socony-Vacuum Overseas Supply Co. for Sale in Cargo Lots.

(Prices are per bbl. of 42 U. S. gals., exclusive of local port or other governmental charges, sales taxes, etc., if any; FOB point indicated, for gravities shown; 2c per bbl. differential per degree of gravity applies for gravities below and above those shown.)

Type of Crude	Price Per Bbl.	FOB Point	API Gravity	Effective Date
Arabian	$1.75	Ras Tanura, Saudi Arabia	36-36.9	Nov. 1, 1950
Arabian	2.29	Sidon, Lebanon	36-36.9	Feb. 5, 1953
Iraq	1.67	Fao, Iraq	32-32.9	Dec. 24, 1951
Iraq	2.29	Tripoli, Lebanon/Banias, Syria	36-36.9	Feb. 5, 1953
Qatar	1.81	Umm Said, Qatar	39-39.9	Nov. 1, 1951

VENEZUELAN CRUDE PRICES

Prices are of Creole Petroleum Corp. for sale and/or purchase of cargo-lot quantities FOB deepwater terminals at ports named, and are subject to crude availability and company's requirements; 2c per bbl. differential per degree of gravity applies for gravities below and above those shown, except for Lagunillas Heavy for which price shown applies regardless of gravity. Price applicable for each cargo is that in effect at time vessel tenders for loading. For purchases made in fields, prices shown are basis for such purchases with deductions being made for terminaling and pipe line services in accordance with published tariffs. Purchases not subject to contracts with Venezuelan government are made at prices established by schedule shown below less 1c per bbl.

Crude	Gravity API	Price $/Barrel	FOB	Effective Date
Bachaquero	14-14.9	1.66	Las Piedras or Amuay	Oct. 11, 1952
Tia Juana Heavy	19-19.9	2.02	Amuay	Oct. 11, 1952
Lagunillas Heavy	Flat	2.06	Las Piedras or Amuay	Oct. 11, 1952
Tia Juana Medium	26-26.9	2.20	Amuay	July 24, 1952
Tia Juana 102 L.P.	26-26.9	2.44	Amuay	July 24, 1952
Tia Juana Light	30-30.9	2.28	Amuay	July 24, 1952
Mara	30-30.9	2.33	Las Piedras or Amuay	July 24, 1952
Cumarebo	43-43.9	3.10	Tucupido	Oct. 11, 1952
San Joaquin	42-42.9	2.81	Puerto La Cruz	Feb. 5, 1953
Oficina	32-32.9	2.57	Puerto La Cruz	July 24, 1952
Mulata	35-35.9	2.63	Puerto La Cruz	Sept. 1, 1952
Jusepin	32-32.9	2.57	Puerto La Cruz	July 24, 1952
Quiriquire	18-18.9	2.15	Caripito	Feb. 5, 1953
Temblador	20-20.9	2.20	Caripito	Feb. 5, 1953
Pedernales	20-20.9	1.27	Capure (Pedernales)	Sept. 1, 1952

AVIATION GASOLINE PRICES

(Prices are for tank cars, barges or truck transport lots; aviation gasoline meet specification MIL-F-5572, unless otherwise noted.)

District	Grade 100/130	Grade 91/96	Grade 80
New York, N. Y.	17.6–18.6	16.1–17.2	15.6–16.2
Boston, Mass.	18.2	16.7	15.95
Portland, Me.	.....	.....	.....
Philadelphia, Pa.	.....	.....	.....
Baltimore, Md.	17.96	16.46	15.85
Norfolk, Va.	17.85	16.35	15.6
Charleston, S. C.	18	16.5	15.75
New Orleans, La. (Baton Rouge)	17	15.5	14.75
Houston, Tex.	16.5–17.25	15–15.75	14.5–15

LAKE PORT TERMINALS

	Buffalo	Cleveland	Detroit	Toledo
90 Oct. Premium	16(2)	....	....	....
86 Oct. Regular	14.5(3)	....	....	....
Kerosine	12.45(5)	....	....	11
Diesel Fuels	11.7(3)	....	10.35(2)	10.25
No. 1 Fuel	....	....	11.2–11.7	10.75–11.1
No. 2 Fuel	11.2(4)	....	10.2–10.35(2)	10–10.1
No. 5 Fuel	....	8a	7.35(3)	7(3)
No. 6 Fuel	8.45(2)	7.35a	6.85(3)	6.5(3)

(a) Delivered Cleveland.

MEXICAN BUNKER PRICES

U. S. DOLLARS PER BBL. OF 159 LITERS

	Bunker C (Ships Bunkers)	Diesel
Mexican Gulf		
Tampico	$1.65	$3.75
Veracruz	1.65	....
Minatitlan	1.85	3.75
Pacific Coast		
Guaymas	$2.50	$5.00
Mansanillo	2.50	4.10
Salina Cruz	2.50	4.10

PACIFIC COAST

(In Ships' Bunkers, or Deep Tank Lots)	Diesel Fuel (P.S. 200)	Bunker C Fuel (P.S. 400)
San Pedro, Calif.	$4.20(5)	$1.80(5)
San Francisco	4.41(4)	1.85(4)
Portland, Ore.	4.62(4)	2.10(4)
Seattle, Wash.	4.62(4)	2.10(4)

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Tank Wagon Prices

Prices for gasoline do not include taxes; they do, however, include inspection fees as shown in next column. Gasoline taxes, shown in separate column, include 2c federal, and state taxes; also city and county taxes as indicated in footnotes. Kerosine tank wagon prices also do not include taxes; kerosine taxes where levied are indicated in footnotes. Discounts, if any, are shown in footnotes. These prices in effect April 6, 1953, as posted by principal marketing companies at their headquarters offices, but subject to later correction.

Inspection fees per gal., included in both gasoline and kerosine prices, unless otherwise specified, are as follows:

Ala. 1/40c on gasoline; Ark. 1/20c; Fla. 1/8c; Ill. 3/100c; Ind. 2/25c; Kans. 1/100c; La. 1/32c; Minn. 5/200c; Mo. 1/25c; Neb. 2/100c; Nev. 1/20c; N. C. 1/4c; N. D. 1/20c; Okla. 2/25c; S. C. 1/8c; S. D. 1/40c; Tenn. 2/5c; and Wisc. 3/100c.

Kerosine inspection fees only: Ala. 1/2c; Iowa 1/50c; Mich. 1/5c.

ATLANTIC REFINING

	Atlantic Gasoline (Regular Grade) Dir. T.W.	Cons. T.W.	Taxes	Kero. & No. 1 Fuel T.W.	No. 2 Fuel T.W.
Allentown, Pa.	15.3	15.3	7.0	14.8	13.6
Altoona	...	...	..	15.35	13.95
Erie	...	...	..	15.35	13.95
Greensburg	15.6	15.6	7.0	15.35	13.95
Harrisburg	15.3	15.3	7.0	14.8	13.6
Philadelphia	14.7	14.7	7.0	14.2	13.0
Pittsburgh	15.6	15.6	7.0	15.35	13.95
Reading	15.3	15.3	7.0	14.8	13.6
Scranton	15.3	15.3	7.0	15.1	13.9
Wilkes Barre	...	...	..	15.1	13.9
Williamsport	15.6	15.6	7.0	15.1	13.9
York	...	...	..	14.5	13.3
Wilmington, Del.	14.7	14.7	7.0	14.2	13.1
Bridgpt., Conn.	14.8	14.8	6.0	...	...
Hartford	13.9	15.1	6.0	...	13.6
New Haven	14.8	14.8	6.0	...	13.1
Boston, Mass.	14.9	14.9	7.0	...	13.4
Fall River	14.9	14.9	7.0	...	...
Springfield	15.6	15.6	7.0	...	14.1
Worcester	15.1	15.1	7.0	...	13.6
Prov., R. I.	14.9	14.9	6.0	...	13.3
Camden, N. J.	14.6	14.6	5.0	14.0	12.0
Newark	14.6	14.6	5.0	13.9	12.9
Albany, N. Y.	14.7	14.7	6.0	14.3	13.0
Binghamton	15.8	15.8	6.0	15.7	14.3
Buffalo	15.5	15.5	6.0	15.9	14.7
Elmira	15.8	15.8	6.0	15.8	14.4
Rochester	15.5	15.5	6.0	16.0	14.6
Syracuse	15.4	15.4	6.0	15.7	14.3
Watertown	16.6	16.6	6.0	16.9	15.2
Baltimore, Md.	14.5	14.5	7.0	...	13.3
Richmond, Va.	14.5	14.5	8.0	14.4	13.3
Charlotte, N.C.	15.4	15.4	9.0	13.9	12.6
Jacksonville, Fla.	14.2	15.2	9.0	...	...

	Mineral Spirits T.W.	V.M.&P. T.W.
Philadelphia, Pa.	16.5	18.0
Pittsburgh	20.0	21.0

	Heavy Fuel Oils—T.W. No. 5	No. 6
Philadelphia, Pa.	7.86	5.83

Notes:

Kerosine—Thru Penna. & Del., add 2c per gal. for t.w. deliveries of less than 25 gals. at one time. Camden—Add 1c for deliveries of 100-299 gals., 2c for less than 100 gals.

Mineral Spirits prices also apply to Stoddard Solvent.

CONT'L OIL

(N. B. Prices are Continental's tankwagon prices. Current selling prices may vary from those shown because of local conditions.)

	Conoco Demand N-tane (regular) Tank	(3rd Grade) Wagon	Gasoline Taxes	Kerosine T.W.
Denver, Colo.	14.9	13.9	8.0	14.8
Grand Junc.	17.3	16.3	8.0	17.2
Pueblo	15.6	14.6	8.0	15.5
Casper, Wyo.	15.7	14.7	8.0	15.0
Cheyenne	15.9	14.9	8.0	15.8
Billings, Mont.	17.0	....	8.0	16.5
Butte	18.2	....	8.0	18.5
Great Falls	17.0	....	8.0	18.5
Helena	17.6	....	8.0	18.5
Salt Lake U.	16.4	....	7.0	16.5
Twin Falls, Ida.	19.1	....	8.0	19.2
Albuquer., N.M.	16.0	15.0	8.5	14.9
Roswell	15.3	14.3	8.5	14.2
Santa Fe	16.3	....	9.0	15.2
Muskogee, Okla.	13.7	12.7	8.5	12.9
Oklahoma City	13.5	12.5	8.5	13.1
Tulsa	13.5	12.5	8.5	12.5

Taxes:

Gasoline tax column includes these city taxes: Albuquerque & Roswell, 0.5c; Santa Fe, 1c; Cheyenne, 1c; Casper, 1c.

Discounts:

Salt Lake City and Twin Falls gasoline and kerosine prices apply for deliveries of less than 200 gals.; 200-399 gals., deduct 0.5c; 400 gals. and over, deduct 1c.

Notes:

T.W. prices are to consumers and dealers.

STANDARD OF CALIFORNIA

	CHEVRON (Regular) T.T. 400 Gals. & over	Av. 80/87 T.T.	Gasoline Taxes
San Fran., Cal.	16.1	19.6	6.5
Los Angeles	15.6	19.1	6.5
Fresno	17.2	20.7	6.5
Phoenix, Ariz.	18.2	21.7	7.0
Reno, Nev.	18.6	22.1	7.5
Portland, Ore.	16.6	20.1	8.0
Seattle, Wash.	16.6	20.1	8.5
Spokane	17.8	21.3	8.5
Tacoma	16.6	20.1	8.5
Boise, Idaho	17.0	22.7	8.0
Salt Lake, U.	15.4	19.4	7.0
Honolulu, T. H.	17.2	20.7	8.5
Fairbanks, Alaska	29.0	32.5	4.0
Juneau	18.3	21.7	4.0

	Kerosine T.T. 40/199 gals.	Standard Diesel Furnace Oil T.T. (400 gals. or more) (ex all taxes)	Standard Stove Oil T.T.
San Fran., Cal.	20.1	12.7	14.2
Los Angeles	19.6	12.2	12.7
Fresno	21.3	13.5	15.0
Phoenix, Ariz.	22.2	15.2	16.7
Reno, Nev.	22.6	15.5	17.0
Portland, Ore.	22.1	13.3	....
Seattle, Wash.	22.1	13.3	....
Spokane	24.3	14.8	16.3
Tacoma	22.1	13.3	....
Boise, Idaho	25.7	14.6	16.1
Salt Lake, U.	16.5	13.0	13.5
Honolulu, T. H.	21.2	13.5	....
Fairbanks, Alaska	36.7	....	....
Juneau	23.8	....	....

Taxes:

Boise—8c gas tax applies to motor fuel only; avgas taxes are 2c federal, 2.5c state.

Salt Lake—7c gas tax applies to motor fuel only; avgas taxes are 2c federal, 4c state.

Honolulu—6.5c gas tax applies to motor fuel only; avgas taxes are 2c federal, 4c territorial. Standard Diesel/furnace oil price is ex 1c territorial liquid fuels tax. All T.T. prices are ex Hawaiian gross income tax of 1% to resellers, 2.5% to consumers.

Notes:

Gasoline—For other deliveries of Chevron (Regular) and Chevron Aviation 80/87, add to 400-gals.-and-over price 1.0c for 40-199 gals.; 0.5c for 200-399 gals., except for deliveries to Marine trade in Alaska (excluding Chevron Aviation 80/87) where 0.5c differential applies to 40-399 gal. delivery; for less than 40 gals. add 4.0c gal., except at Honolulu add 4.5c for less than 40 gals. to Marine trade and less than 100 gals. to Shoreside trade. Prices for Chevron Aviation 80/87 at Salt Lake City apply to all quantities in excess of 40 gals. Prices for Chevron Supreme (Premium) are 2.0c gal. higher than Chevron (Regular) for quantity delivered, except at Salt Lake which is 1.5c gal. higher. For less than 40 gals. deliveries, add 4.5c gal. to 400-gals.-and-over price, except at Honolulu, add 5.0c gal. for less than 40 gals. (Marine) and less than 100 gals. (Shoreside). Add to Chevron Aviation 80/87 quantity delivered prices, 2.0c for 91/96, 5.0c for 100/130, and 8.0c for 115/145.

Kerosine—T.T. prices, except at Salt Lake City, apply to deliveries of 40-199 gals. For other deliveries: less than 40 gals., add 4c; 200-399 gals., deduct 3c; 400 gals. & over, deduct 4c; tank car-truck trailer, deduct 5.5c. Salt Lake City posted tank truck price is for minimum 40 gal. deliveries.

Standard Diesel/Furnace Oil & Standard Stove Oil—T.T. prices are for deliveries of 400 gals. or more. For other deliveries: 40-199 gals., add 1c; 200-399 gals., add 0.5c; less than 40 gals., add 5c.

HUMBLE OIL

	Humble Gasoline Regular T.W.	Retail	Gasoline Taxes	Kerosine Tank Wagon	Retail
Dallas, Tex.	14.0	19.0	6.0	12.8	17.0
Ft. Worth	14.0	19.0	6.0	12.8	17.0
Houston	14.0	19.0	6.0	12.8	17.0
San Antonio	14.0	19.0	6.0	12.8	17.0

Notes:

T.W. prices are to all classes of dealers and consumers.

ESSO STANDARD

	Esso Gasoline (Regular Grade) Gasoline Dir. T.W.	Cons. T.W.	Taxes	Kerosine T.W.
Atlantic City, N. J.	14.6	14.6	5.0	14.0
Newark	14.6	14.6	5.0	13.9
Baltimore, Md.	14.5	14.5	7.0	13.8
Cumberland	15.7	15.7	7.0	15.2
Washington, D. C.	14.9	14.9	7.0	14.5
Danville, Va.	15.4	15.4	8.0	14.2
Petersburg	15.0	15.0	8.0	14.7
Norfolk	14.1	14.1	8.0	14.0
Richmond	14.5	14.5	8.0	14.4
Roanoke	16.3	16.3	8.0	15.1
Charleston, W. Va.	16.1	16.1	7.0	15.2
Fairmont	16.1	16.1	7.0	15.6
Parkersburg	16.0	16.0	7.0	14.6
Wheeling	16.0	16.0	7.0	14.4
Charlotte, N. C.	15.4	15.4	9.0	13.9
Hickory	15.8	15.8	9.0	14.1
Mt. Airy	16.0	16.0	9.0	14.4
Raleigh	16.0	16.0	9.0	15.1
Salisbury	15.3	15.3	9.0	13.7
Charleston, S. C.	14.6	14.6	9.0	....
Columbia	16.1	16.1	9.0	....
Spartanburg	15.0	15.0	9.0	....
New Orleans, La.	13.3	13.3	9.0	12.8
Baton Rouge	13.7	13.7	9.0	13.5
Alexandria	15.1	15.1	9.0	13.7
Lake Charles	13.8	13.8	9.0	13.1
Shreveport	15.4	15.4	9.0	13.5
New Iberia	13.9	13.9	9.0	13.1
Knoxville, Tenn.	15.3	15.3	9.0	13.7
Memphis	15.0	15.0	9.0	13.5
Chattanooga	15.2	15.2	9.0	13.6
Nashville	15.5	15.5	9.0	14.0
Little Rock, Ark.	16.1	16.1	8.5	14.4

	Naphthas-T.W. Min. Spirits	Steel Bbls. V.M.&P.
Newark, N. J.		
3,600 gals. & over	17.0	18.5
Steel bbls.	23.0	24.5
Baltimore, Md.		
3,600 gals. & over	15.7	....
Steel bbls.	24.5	....
Washington, D. C.		
100-499 gals.	19.0	....
500-3,599 gals.	18.0	....
3,600 gals. & over	16.2	....
Steel bbls.	25.0	....

	FUEL OILS—T.W. No. 1	No. 2	No. 4	No. 6
Atlantic City, N.J.	14.0	13.0	....	....
Newark, N. J.	13.9	12.9	$3.544	$2.556
Baltimore, Md.	13.8	13.3	3.51	2.52
Washington, D.C.	14.5	13.7	3.68	3.64
Norfolk, Va.	14.0	12.9	....	....
Danville	....	12.8	....	....
Petersburg	14.7	13.6	....	....
Richmond	14.4	13.3	....	....
Roanoke	....	12.7	....	....
Charlotte, N. C.	13.9	12.6	....	....
Hickory	14.1	12.9	....	....
Mt. Airy	....	13.1	....	....
Raleigh	15.1	14.25	....	....
Salisbury	....	12.3	....	....
Charleston, S. C.	....	13.1	....	....
Columbia	....	13.3	....	....
Spartanburg	....	12.5	....	....

Taxes: Louisiana kerosine prices do not include 1c state tax.

Notes: Kerosine No. 1—Atlantic City prices are for deliveries of 300 gals. or more; add 1c for 100-299 gals. 2c for less than 100 gals.

No. 6—Washington price is for min. delivery of 1,050 gals.; for min. delivery of 2,500 gals. price is $2.58 per bbl.

IMPERIAL OIL

(Prices are per imperial gal.; to arrive at price per U. S. gal., subtract 1/6th.)

	Esso Gasoline (Regular Grade) Dealer T.W.	Gasoline Taxes	Kerosine T.W.
St. John's, Nfld.	24.4*	14.0	24.4
Halifax, N. S.	20.8	15.0	22.8
St. John, N. B.	20.8	13.0	23.8
Charlottetown, P.E.I	22.8	13.0	24.8
Montreal, Que.	21.7	13.0	23.7
Toronto, Ont.	21.7	11.0	23.7
Hamilton, Ont.	21.7	11.0	23.7
Winnipeg, Man.	22.1	9.0	26.1
Brandon, Man.	24.3	9.0	26.3
Regina, Sask.	20.8	10.0	22.8
Saskatoon, Sask.	23.7	10.0	25.7
Calgary, Alta.	21.0	10.0	23.0
Edmonton, Alta.	19.5	10.0	21.5
Vancouver, B. C.	23.5	10.0	25.5

(*) Price is for Esso Extra (Premium).

Taxes: Gasoline taxes are provincial taxes

Tank Wagon Prices (Continued)

SOCONY VACUUM

	Gasoline Taxes	Mobilgas Aircraft Grade 80 T.W.	Grade 91 T.W.	Grade 100 T.W.	Mobilgas (Regular Grade) Cons. T.C.	Dir. T.C.	Cons. T.W.	Dir. T.W.	Mobile Kerosine T.C.	Yard	T.W.	Mobilfuel Diesel T.C.	T.W.	MOBILHEAT (No. 2 Fuel) T.C.	Yard	T.W.	S/V No. 4 Fuel T.W.	S/V No. 6 Fuel T.W.
New York City:																		
Manh.	6.0	....	....	....	....	....	14.7	14.7	....	....	14.4	....	13.6	....	....	13.2	10.69	5.73
Bronx	6.0	....	....	....	....	....	14.7	14.7	....	11.6	14.6	....	13.6	....	10.4	13.3	10.69	5.73
Kings	6.0	....	....	....	....	....	14.7	14.7	10.85	11.4	14.4	10.25	13.6	9.85	10.3	13.2	10.69	5.73
Queens	6.0	....	....	....	....	....	14.7	14.7	....	....	14.4	....	13.6	....	....	13.2	10.69	5.73
Richmond	6.0	....	....	....	....	....	14.7	14.7	10.75	11.2	14.2	10.15	13.3	9.75	10.2	12.9	10.69	5.73
Albany, N. Y.	6.0	21.5	23.5	....	13.7	13.7	14.7	14.7	11.05	11.25	....	10.45	13.4	10.05	10.25	13.0	9.42	6.36
Binghamton	6.0	....	....	....	14.7	14.7	15.8	15.8	12.45	12.65	15.7	11.85	14.8	11.35	11.55	14.3	....	....
Buffalo	6.0	21.0	22.0	24.2	14.5	14.5	15.5	15.5	12.45	12.65	15.9	11.7	15.2	11.2	11.4	14.7	....	9.65
Jamestown	6.0	....	....	....	14.7	14.7	15.8	15.8	12.45	12.65	16.1	....	15.1	11.85	12.05	14.6	....	....
Mt. Vernon	6.0	....	....	....	....	....	15.0	15.0	11.35	11.7	14.7	....	13.9	10.15	10.5	13.5	10.71	....
Plattsburg	6.0	....	....	....	....	....	16.1	16.1	12.35	12.55	....	....	....	11.45	11.65	14.4	....	....
Rochester	6.0	20.9	21.9	23.9	14.4	14.4	15.5	15.5	12.55	12.75	16.0	....	15.1	11.55	11.75	14.6	....	....
Syracuse	6.0	....	....	....	14.4	14.4	15.4	15.4	12.25	12.45	....	11.75	14.8	11.25	11.45	14.3	....	....
Bridgeport, Conn.	6.0	....	....	....	....	....	14.8	14.8	10.95	10.95	....	....	....	9.95	9.95	13.1	....	..
Danbury	6.0	....	....	....	....	....	15.2	15.2	....	....	....	....	....	....	....	....	....	....
Hartford	6.0	....	....	....	13.8	13.8	15.1	13.9	11.35	11.35	....	10.75	13.8	10.35	10.35	13.6	....	....
New Haven	6.0	20.5	....	....	13.5	13.5	14.8	14.8	10.95	10.95	....	10.35	13.5	9.95	9.95	13.1	....	....
Bangor, Me.	8.0	....	....	....	14.5	14.5	16.2	16.2	11.75	....	15.9	11.15	14.4	10.75	....	14.0	....	....
Portland	8.0	22.4	23.4	....	13.8	13.8	15.0	14.4	11.05	....	15.2	10.45	13.7	10.05	....	13.2	....	....
Boston, Mass.	7.0	19.0	20.0	22.0	13.7	13.7	14.9	14.9	10.95	....	15.4	10.35	13.8	9.95	....	13.4	....	....
Concord, N. H.	7.0	....	....	....	....	....	16.0	16.0	....	....	....	....	14.3	....	....	13.9	....	....
Lancaster	7.0	....	....	....	....	....	17.4	17.4	....	....	....	....	15.8	....	....	14.3	....	....
Manchester	7.0	....	....	....	....	....	15.7	15.7	....	....	16.1	....	14.4	....	....	14.0	....	....
Portsmouth	7.0	21.2	22.2	....	14.4	14.4	15.3	15.3	11.55	....	....	10.95	13.9	10.55	....	13.5	....	....
Providence, R. I.	6.0	19.8	20.8	22.8	13.7	13.7	14.9	14.9	10.95	....	15.0	10.35	13.7	9.95	....	13.3	....	....
Burlington, Vt.	7.0	....	....	....	14.6	14.6	15.6	15.6	12.25	12.25	....	11.75	14.6	11.35	11.35	14.1	....	....
Rutland	7.0	....	....	....	....	....	16.3	16.3	....	12.75	....	....	15.0	....	11.75	14.6	....	....

Tank Wagon Prices	Buffalo	N. Y. City	Rochester	Syracuse	Boston	Hartford	Providence
Mineral Spirits	18.5	17.0	20.0	21.0	15.0	19.0	18.5
V.M.&P. Naphtha	20.5	18.5	21.5	22.5	19.5	20.5	20.5

Taxes: N.Y.C. prices do not include 3% city sales tax applicable to price of gasoline (ex tax).

Discounts:
Mobil Kerosine—Mt. Vernon T.W. less 0.5c for deliveries of 300 gals. or more.
Mobilfuel Diesel—All points, 0.5c for T.W. deliveries of 800 gals. or more.
Mobilheat—Mt. Vernon T.W. less 0.5c for deliveries of 300 gals. or more.

Notes:
Jamestown T.C. prices are delivered prices: all other T.C. prices are FOB bulk terminals.

OHIO STANDARD

	Gasoline Taxes	Aviation Gas.-Cons. T.W. Sohio Avia. 80	Sohio Avia. 91	Sohio Avia. 100	Sohio X-Tane Gasoline (Regular-Grade) Consumer T.W.	Re-sellers	S.S.	Naphthas & Solvents—Cons. T.W. S.R. Solvent	D.C. Naphtha	V.M.&P. Naphtha	Varnoline	Sohio Solvent	Kerosine T.W.	No. 1 Sohio-Heat	No. 2 Sohio-Heat
Akron	6.0	22.0	23.0	26.0	19.0	15.5	20.1	20.0	21.5	21.5	20.5	20.5	13.9*	12.9*	12.9*
Canton	6.0	22.0	23.0	26.0	19.0	15.5	20.1	20.0	21.5	21.5	20.5	20.5	13.9*	12.9*	12.9*
Cincinnati	6.0	22.0	23.0	26.0	19.0	15.5	20.1	20.0	21.5	21.5	20.5	20.5	13.9	13.9	13.9
Cleveland	6.0	22.0	23.0	26.0	19.0	15.5	20.1	20.0	21.5	21.5	20.5	20.5	13.9*	13.9*	12.9*
Columbus	6.0	22.0	23.0	26.0	19.0	15.5	20.1	20.0	21.5	21.5	20.5	20.5	13.9*	13.9*	13.9*
Dayton	6.0	22.0	23.0	26.0	19.0	15.5	20.1	20.0	21.5	21.5	20.5	20.5	13.9	13.9	13.9
Lima	6.0	22.0	23.0	26.0	19.0	15.5	20.1	20.0	21.5	21.5	20.5	20.5	13.9	13.9	13.9
Mansfield	6.0	22.0	23.0	26.0	19.0	15.5	20.1	20.0	21.5	21.5	20.5	20.5	13.9	13.9	13.9
Marion	6.0	22.0	23.0	26.0	19.0	15.5	20.1	20.0	21.5	21.5	20.5	20.5	13.9	13.9	13.9
Portsmouth	6.0	22.0	23.0	26.0	19.0	15.5	20.1	20.0	21.5	21.5	20.5	20.5	13.9	13.9	13.9
Toledo	6.0	22.0	23.0	26.0	19.0	15.5	20.1	20.0	21.5	21.5	20.5	20.5	13.9	13.9	13.9
Youngstown	6.0	22.0	23.0	26.0	19.0	15.5	20.1	20.0	21.5	21.5	20.5	20.5	13.9*	13.9*	12.9*
Zanesville	6.0	22.0	23.0	26.0	19.0	15.5	20.1	20.0	21.5	21.5	20.5	20.5	13.9*	13.9*	13.9*

Taxes: Hangar operators can purchase aviation gasoline less 4c per gal. State Road Tax by supporting purchase with State Tax Exemption Form A-10 to supplier.

Discounts: Sohio Aviation—on contract to hangar operators and resellers, 2c off consumer t.w.
Kerosine, Nos. 1 & 2—Prices with asterisk (*) are for t.w. or drum deliveries of 100 gals. or more; less than 100 gals., 0.5c higher. Prices at other points are for t.w. or drum deliveries of 50 gals. or more; less than 50 gals., 0.5c higher.
Naphthas—To contract consumers off t.w. prices (except Lucas County) 300 to 999 gals., 0.5c; 1000 to 2499 gals., 0.75c; 2500 to 4999 gals., 1c; 5000 or more gals., 1.5c. Lucas County: less than 50 gals., tank wagon price, 50 to 249 gals., 0.5c; 250 to 499 gals., 1c; 500 gals. or over 1.5c.

Notes: Renown (third-grade) gasoline prices are same as X-Tane unless otherwise noted. S.S. prices are at company-operated stations.

INDIANA STANDARD

Tank wagon prices listed below were obtained by *NPN* correspondents who visited Standard of Indiana bulk plants where the company's prices are publicly posted.

	Red Crown (Reg. Grade) Red Cr'n, Red Cr'n. Cons. T.W.	Dir. T.W.	Gasoline Taxes	Kerosine T.W.	Stanolex Furnace Oil 1-99 gals.	100 gals. & over	100-174 gals.	175-999 gals.	1,000 gals. & over
Chicago, Ill.	17.3	15.3	7.0	15.8	....	....	....	....	....
South Bend, Ind.	18.0	x14.4*	6.0	16.6	16.3	14.3	....	....	....
Detroit, Mich.	16.9	14.8*	6.5	15.5	14.6	13.6	....	....	....
Mpls.-St. Paul	17.5	15.5*	7.0	16.4	15.0	....	14.0	13.3	12.8
Des Moines, Ia.	16.9	15.4	6.0	15.8	14.2	13.2	....	....	....
St. Louis, Mo.	16.7	15.2	6.0	15.5	13.6	12.6	....	....	....
Wichita, Kans.	14.4	14.0	7.0	14.0	12.2	11.2	....	....	....
Omaha, Neb.	17.0	14.5	7.0	15.5	13.9	12.9	....	....	....
Fargo, N. D.	18.3	14.5	7.0	17.3	15.6	14.6	....	....	....
Huron, S. D.	18.2	16.7	7.0	17.2	15.5	14.5	....	....	....
Milwaukee, Wisc.	17.6	16.1	6.0	16.5	15.0	14.0	....	....	....

Fuel Oils—T.W.—Chicago, Ill.	Standard Heater Oil	Stanolex Furnace Oil
1-99 gals.	15.8	14.8
100-149 gals.	14.8	....
150 gals. & over	14.3	....
100-399 gals.	....	13.8
400 gals. & over	....	13.3
	Stanolex Fuel A	**Stanolex Fuel C**
1-749 gals.	9.4	8.25
750 gals. & over	8.65	7.5

Taxes: St. Louis, Mo., gasoline tax includes 1c city tax. Des Moines, Ia., kerosine and furnace oil prices do not include 4c state tax. State sales, occupation, consumer & use taxes to be added where applicable.

* "Temporary" price.
x Effective April 3.

TEXAS CO

	Fire-Chief Gasoline (Regular Grade) Dealer T.W.	Gasoline Taxes	Kerosine Dealer T.W.
Dallas, Tex.	14.0	6.0	12.80
Fort Worth	14.0	6.0	12.80
Wichita Falls	14.0	6.0	12.80
Amarillo	14.0	6.0	12.80
Tyler	14.0	6.0	12.80
El Paso	15.5	6.0	13.85
San Angelo	14.0	6.0	12.80
Waco	14.0	6.0	12.80
Austin	14.0	6.0	12.80
Houston	14.0	6.0	12.80
San Antonio	14.0	6.0	12.80
Port Arthur	14.0	6.0	12.80

Notes: Dealer t.w. prices apply also to all classes of consumers with minimum delivery of 50 gals.

Kentucky Standard

	Crown Net Dealer	Gasoline Taxes	Kerosine T.W.
Covington, Ky.	14.4	9.0	14.5
Lexington	14.5	9.0	15.1
Louisville	15.2	9.0	14.4
Paducah	14.7	9.0	14.1
Jackson, Miss.	15.7	9.0	14.3
Vicksburg	15.2	9.0	13.8
Birmingham, Ala.	15.7	9.0	14.6
Mobile	15.0	10.0	14.3
Montgomery	15.8	10.0	14.7
Atlanta, Ga.	15.9	8.0	14.3
Augusta	16.4	8.0	16.0
Macon	15.9	8.0	14.4
Savannah	15.2	8.0	15.1
Jacksonville, Fla.	15.2	9.0	15.05
Miami	15.2	9.0	15.15
Pensacola	15.0	10.0	14.0
Tampa	15.0	9.0	15.0

Taxes:

Gasoline tax column includes these city & county taxes: Mobile, 2c city; Birmingham, 1c county; Montgomery, 1c city & 1c county; Pensacola, 1c city. Other taxes not included in prices: Georgia, kerosine, 1c; Montgomery, kerosine 1c; Mississippi, kerosine 0.5c.

Notes:

Consumer t.w. prices are same as net dealer prices.

How Highway Planning Hits Oil Marketers

By NPN Staff Writer

The past year, the first full year since Project—Adequate Roads was launched, has seen numerous developments which serve to magnify the important impact highway planning can have on oil marketing.

In 12 months the industry has had brought home to it just how seriously highway planning can affect the automotive market which consumes about 40% of all petroleum products produced. Past events provide a clue to what may be ahead. The past year revealed to the industry:

The tendency of turnpike commissions (with some exceptions) to favor monopolistic operation of turnpike service stations and restaurants;

The inclination of some marketers to submit unprofitable bids for turnpike stations on a market prestige basis only, with little or no consideration to the profit and loss aspect;

Demands by turnpikes that the successful oil marketer bidder invest large sums of money in turnpike facilities—sums far in excess of what the same marketer would ordinarily spend in an effort to acquire a comparable additional gallonage in open competition;

The trend of more and more states to enact legislation which permits them to declare almost any stretch of road a limited access highway, with very definite restrictions on (or complete elimination of) service stations along such highways;

The practical elimination of the Independent oil marketer from the turnpike picture insofar as station outlets are concerned, the Independent being forced to seek what benefits he might find from turnpike development along interchange roads leading to the pikes;

The hardships experienced by marketers with outlets along established highways paralleling toll roads.

What Lies Ahead?—The toll road network has spread rapidly and continues to fan out—even into areas where traffic counts seem to indicate little or no need for such facilities. Coincident with toll road development is the demand for more and more limited access highways. These types of traffic carriers are coming into existence in more and more metropolitan areas.

And, as more and more traffic pours off these super-highways into metropolitan areas, there springs increased demands for expressways, freeways and inner and outer highway loops to absorb the volume of traffic.

The pattern of the effect of toll roads and limited access highways on oil marketing along the nation's highways seems quite clear. But what about the effect of future changes in metropolitan highway systems on oil marketing?

Architectural Forum for February comes up with 13 answers to the big question: "How Can Big Cities Save Their Downtown Districts From Strangling In Their Own Congestion?"

A study of some of the answers prepared by a panel of 42 top-flight business and professional spokesmen from various organizations (including John Bivins, director, American Petroleum Industries Committee), reveals a number of factors which may affect oil marketing and service station operations in metropolitan areas. It is the consensus of oil industry men, who have worked with the highway-marketing problem, that every factor in the over-all picture must be carefully considered if the oil marketer is to be prepared to meet problems which are almost certain to crop up.

Some of the points brought out in *Architectural Forum's* traffic panel serve to spotlight the ramifications which will spring from any solution to the highway problem and affect oil marketing in various degrees. Briefly, the *Forum* advocates these measures:

1. Discourage curbside parking and curbside loading and unloading of trucks in downtown areas—especially on certain streets during certain hours;

2. Provide adequate off-street parking and loading-unloading facilities;

3. Encourage private capital into the parking business;

4. Encourage, and make attractive, greater use of mass transportation;

5. Encourage decentralization of businesses and manufacturers;

6. Build better roads to and through downtown areas.

How would these changes affect the oil marketer?

Driving Habits — Discouraging curbside parking and/or making parking costs for the all-day parker high enough will encourage greater use of mass transportation by the downtown breadwinners. This, in turn, may result in less use of the family car for home-to-job driving and thereby reduce gasoline consumption for this purpose. Part of that gasoline loss would be made up by the use of more busses.

Because more housewives would now have the car available, the gallonage loss due to this transition would be reduced even further. The housewife would probably make more shopping trips in the car; drive into town more often; attend more social functions; chauffeur to and from school more often, etc.

Still, overall, a trend of this sort might very well result in some slight reduction in the routine, everyday type of gasoline consumption.

Parking and Marketing—Development of more downtown parking facilities may also bring with it the establishment of more gasoline-dispensing outlets in parking lot units, especially in parking garages.

Also, with expansion of mass transportation, parking at various points along transit routes will come into the picture. Here, too, the possibilities of service station facilities must be considered. For the most part such outlets may be primarily gasoline-dispensing units. Or, it also is possible that the attraction at these transit point parking areas will be for development of full-fledged service stations in the immediate vicinity of parking areas, with emphasis on service while the commuter is downtown.

A problem somewhat comparable to that found on turnpikes could conceivably develop from a trend to service facilities on parking area premises. If municipalities take on solution of the parking problem by operating these parking areas themselves, then it is entirely possible that the cities also will attempt to closely parallel turnpike procedures and make specific demands of oil companies bidding for such outlets. It could lead to another step in the direction of even more government control of service station facilities.

Better City Highways—In most metropolitan areas this means development of expressways and freeways to channel traffic into and through congested areas in the speediest manner possible. As a rule, along such roads, service stations are not permitted. This means many stations which are located along normally heavy-traveled streets, may suddenly find themselves minus a good hunk of business which now finds its way to the expressway or freeway. That situation already has come to pass in Detroit along the routes of its expressways.

Generally, points of egress and ingress on expressways or freeways are rather widely spaced, and the number of interchange roads is lim-

ited. This means that oil companies seeking to set up service stations along these feeder roads will provide pretty stiff competition for the few sites available. In the process someone is likely to be hurt.

All in all, the entire picture is one which demands careful study in light of local conditions and highway planning. A check with marketing people in several oil companies makes it clear that there is more thinking ahead on this problem of city highway development than there was when the toll road got off to its running start. But consensus of these same marketers is that the indusrty needs to be constantly reminded of the problems, for they may be some time in materializing and the tendency might be to forget them in the interim —By H. R.

Pipe Line Panel Calls New Transport Laws Unnecessary

NPN News Bureau

WASHINGTON—A thirteen-member committee representing the oil pipe line industry endorsed existing laws regulating pipe lines as basically sound and recommended a "go slow" attitude toward changing them.

Any desirable changes can best be accomplished "by the amendment route rather than by wiping the slate clean and enacting an entirely new law," the group said.

Speaking from the viewpoint of the petroleum oil pipe lines, there does not appear to be a need for additional regulatory legislation, but rather the subject should be approached from the standpoint of removing any unnecessary restrictions not now needed," the panel reported.

The group was one of eight panels formed by the Transportation Assn. of America to formulate "a national transportation policy and a modern system of federal regulation which will permit carriers to offer complete and efficient services of all kinds at reasonable rates."

The study was four years in completion. The report, compiling findings of panels representing various transportation industry segments, recommendations to TAA's Policy Administration Board and ultimate decisions of association's board of directors has now been published. The legal committee, with representatives of various industries, is now drafting proposed legislative changes to go to Congress.

The report reflected opposition by the pipe line panel to many of original proposals and direct conflict, at points, with other panels, notably the railroad panel. The pipe line group was headed by J. L Burke, president, Service Pipe Line Co., Tulsa.

Among major recommendations of the panel, together with its attitude where the board made the decision, were:

1. Opposed extension of requirements for certificates of convenience and necessity to pipe lines. This was upheld by the policy group and extension only to air contract carriers was recommended by the TAA board. Railroads had tried to obtain approval for a broad extension.

Pipe lines declared they are not in competition with railroads because of the vast difference in rates and "the growth of the oil business generally has been the governing feature of the growth of the pipe line industry"—there will be no uncontrolled, uneconomic expansion of oil pipe lines.

2. "It might be desirable" to lodge exclusive control over intrastate, as well as interstate, rates in the Interstate Commerce Commission "but the political aspects of the proposal as . . . drafted . . . might jeopardize the entire . . . project." TAA board regarded this suggestion "as a desirable addition to the provisions" of the ICC Act.

3. Pipe lines opposed the investor panel's proposal for changes in depreciation of carrier property and amortization and depreciation of carrier property for income purposes because they feel present laws are adequate. It preferred that TAA should take a position in a statement of policy, rather than draft specific legislation. The TAA board, in this instance, "strongly" recommended adoption of the proposals.

Pipe lines agreed that railroad properties should be adequately depreciated but believes that the problem can be worked out between railroads and ICC.

4. On reducing the time lag for general rate increases, the panel favored the principle but said the matter has no affect on pipe lines. The board was strongly in favor of this proposition.

5. The group opposed extension of abandonment provisions.

6. The panel opposed "in principle" compulsory through routes between different forms of transportation, preferring to leave it on voluntary basis, but it took no position on present compulsory through routes between rail and water carriers. The board favored repeal of ICC authority to compel through routes between railroads and water carriers.

JOBBER MEMBERS of the New England District OIIC steering committee admire some of their handiwork as pointed out by Donald R. Ferris, executive vice chairman of the district committee and division manager for Gulf. Left to right, Mr. Ferris; George W. Kangisser, Eastern Oil Co., Worcester, Mass.; Harold Putnam, Barrows Coal Co., Brattleboro, Vt.; George A. LaPointe, P. B. Mutrie Transportation Co., Manchester, N. H.; John J. Gill, Petroleum Heat and Power Co., Providence, R. I.; and Arthur J. DeBlois Sr., DeBlois Oil Co., Pawtucket, R. I.

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FOR SALE: Brand New 5000 gallon asphalt tank, burner tube and burner. Available immediately. **Trailer Company of Lancaster, P. O. Box 1233, Lancaster, Penna.**

FOR SALE: 3—4000 to 5000 gal. Asphalt tandem tanks, insulated and fire tubes. Like new, just thru shop. **Bruce E. Hackett Co., 621 West 58 St., Kansas City, Mo. Phone, HI 1385.**

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NATIONAL PETROLEUM NEWS

London Time Charter Rate Drops

LONDON (by Special Correspondent) — Basic freight rate for time charter of tankers, on which prices for petroleum products in the United Kingdom and several European countries are fixed, has hit lowest level in three years.

At a meeting of London Tanker Brokers' Panel, which is a committee of six leading tanker brokers in London, time charter rate applicable from April 1 for "standard" tanker was cut 20 shillings ($2.80) per ton, from 42s 3d. ($5.915) to 22s 3d. ($3.115) a ton deadweight per month. This is the lowest award since April-September 1950 period when rate was fixed at 18s. 3d. ($2.555) per ton.

A "standard" tanker for this purpose is one of 12,000 tons, with speed of 11 knots, consuming 13 tons of oil daily, and chartered for two years.

The panel was constituted four years ago to award a basic rate on which all time charter tanker freights are calculated, and to enable (British) Ministry of Fuel to fix its price structure for petroleum products. The panel awards a new rate every six months. Awards since panel's inception follow (time charter rates per d. w. ton per month):

	Sterling	Dollars (per ton)
April-September 1949	18s. 6d.	$2.59
October 1949-March 1950	18s. 6d.	2.59
April-September 1950	18s. 6d.	2.555
October 1950-March 1951	30s. 0d.	4.20
April-September 1951	39s. 0d.	5.46
October 1951-March 1952	47s. 6d.	6.65
April-September 1952	52s. 0d.	7.28
October 1952-April 1953	42s. 3d.	5.915
April-September 1953	22s. 3d.	3.115

Chicago Gasoline Bids Made

CHICAGO—Wells Petroleum Co. is apparent low bidder to supply Chicago Park District with 400,000 gals. of regular-grade gasoline to Sept. 30, according to department tabulation.

Proposals resubmitted April 2 after earlier bids were rejected upon Park District decision to change certain specifications and insert 2c per gal. penalty clause should supplier's gasoline fail to maintain a minimum four-point jump to 82 oct. Research Method from motor method rating.

Wells Petroleum bid price of 17.675c, less 1%, against bid of 18.185c, less 1%, by Bulk Petroleum Corp.

On alternate proposal specifying bids be based on "Chicago tank wagon price as published in NATIONAL PETROLEUM NEWS (used for comparison purposes only)," bulk petroleum was low at 18.185c, less 1c, compared with Seneca Petroleum Co. at 19.07c, less 0.5% and Great American Oil Co., 19.294, less 1%. Net prices include 5c state motor fuel tax and 2% occupational tax.

Esso Boosts Heavy Fuel Oil Prices

NEW YORK—Esso Standard Oil Co. announced April 6 an increase of 10c bbl. in its bunker "C"/No. 6 fuel oil prices at East Coast and Gulf Coast terminals, all methods of delivery, effective April 7.

Boost advances the company's New York Harbor price for No. 6 to $2.10 bbl., and its barge and bunker prices for heavy fuel at Baton Rouge and New Orleans are up to $1.70.

Along with the advance on No. 6, Esso said it is increasing its prices for blended residual oils "by proportionate amounts"—generally from 5 to 8c per bbl.—in the same area. Company's eastern tank car prices for No. 4 fuel will be hiked 5c, to $3.07 per bbl. at New York, $3.10 at Baltimore, and $3.05 at Norfolk. For No. 5 fuel in tank car lots, new prices will be $2.62 at New York Harbor, $2.65 at Baltimore, and $3.06 at Boston, up 7c, 7c, and 5c, at the three points, respectively. Baton Rouge price is to be advanced 8c to $2.17.

Increased coastal prices for residuals "reflect the recent strengthening in the primary markets for bunker 'C' at the U. S. Gulf," Esso said.

This is first recovery in residual prices from downtrend which started last August. Esso then cut prices in amounts ranging from 13 to 36c bbl., and in mid-January of this year company reduced its postings 1 to 11c bbl.

Shown below are Esso's new prices at principal East Coast points, effective April 7:

	No. 4 Fuel	No. 5 Fuel	No. 6 Fuel
TANK CAR			
New York	$3.07	$2.62	$2.13
Baltimore	3.10**	2.65**	2.16**
Boston	....	3.06	2.14*
Charleston	....	....	2.06
Norfolk	3.05	....	2.11
Philadelphia	....	....	2.13
TANK WAGON			
Newark	$3.504	....	$2.656
Baltimore	3.56	....	2.62
Washington	3.73	....	2.74

(*) Barge price same as tank car. (**) Barge price 6c below t.c.

LP-Gas Prices Ease on Gulf Coast

TULSA—There were reports April 1 of lower prices for liquefied petroleum gases for shipment FOB Gulf Coast, but prices for Group 3 shipment continue unchanged.

At the Gulf, one supplier whose price for propane in tank car lots has been 4.125c reportedly now is offering at 3.625c, down 0.5c gal. Other suppliers in area still are quoting 4.125c.

In Midwest, principal producers still are quoting 4c for propane, 4.5c for butane-propane mix, and 5c for butane, Group 3.

SALES-DISPLAY ROOM of Halstead-Quinn Fuel Co. features one heating unit (at left) which is installed and operated effectively as a demonstrator

Cost Trimming Streamlines Tank Truck Deliveries

By RAYMOND E. BJORKBACK
NPN Staff Writer

Among Independents in oil heat in the East, it's the day of the cost-cutter.

He's the individual who swears he's not in the oil business but the delivery business. And the commodity he delivers is trouble-free heat.

This is indicated in the business methods and current thinking of three New York State distributors cited to NPN as having done perhaps more than the average amount of thoughtful planning and adventuring into efficiency moves.

The three are E. Robison, Inc., Hartsdale; Mid-Hudson Oil Co., Poughkeepsie, and Halstead-Quinn Fuel Co., Mt. Kisco. All handle gasoline but relegate it to a minor or secondary role, although Mid-Hudson is beginning to put more emphasis on it without going in for service stations.

Among them, they represent a considerable list of cost-cutting factors (some of which are common to two, or all three). These include:

1. The consumer price differential for encouraging larger home storage.

2. The bonus incentive for truck drivers, with service recorders on the trucks.

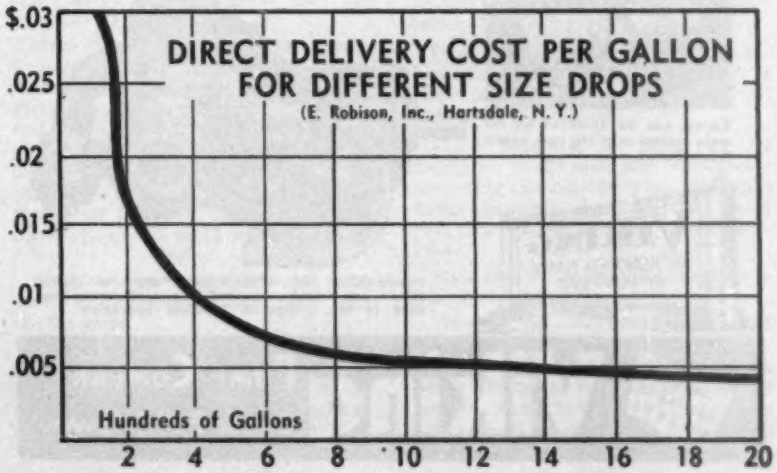
3. Use of "over-powered" tank trucks.

4. Prefabricated building for offices and warehouses.

5. Extensive profit-and-loss breakdowns, and close cost study.

6. Electrically operated office machinery, other manpower economy.

7. Concentration of accounts in ter-



ritory and weeding out of undesirable accounts.

Invariably, the three companies have won customers by emphasizing service. One refinement in this connection which has been received enthusiastically by customers of one of the companies is the indefinite-term oil heat service contract, which saves the trouble of yearly renewal.

Another business-getter is the street-front heating equipment display room in which the unit heating the building is installed.

Robison initiated the consumer price differential in its home county, Westchester, in December, 1948, and the two-price system has since spread throughout the county, and to a few sections beyond in the New York metropolitan area.

It has, says Herbert M. Spade, general manager of Robison's oil heating division, enabled his company to hold the line against costly-drop 275-gal. tanks over a period in which many new homes were built in Westchester and high building costs resulted in smaller homes than usual for the vicinity.

Under the system, the consumer whose tank can't accommodate a drop of as much as 300 gals. pays, in effect, a premium of 0.3c over what the price would be on a one-price system. The householder with 550 gals. or more of tankage gets his oil for 0.2c less than the conventional price, making the differential 0.5c.

Price Drop Helped—Originally, the differential was 0.3c. A 0.3c price drop on Dec. 6, 1948, gave Robison the opportunity to set up a differential. The distributor continued charging owners of 275-gal. tanks the previous posting of 12.8c, but gave owners of more than 300-gal. tanks the benefit of the 0.3c reduction.

On April 6, 1949, when Robison increased the differential to 0.5c, with an 11c-10.5c structure, major companies marketing in the county followed suit.

Householders were easier to sell on the idea of adding a second 275-gal. tank, or replacing such as had failed with larger ones.

Actually, Robison has done a little better than just hold the line against single 275's, in a period in which it has added almost 900 accounts.

Its tank-size record is as follows:

	Percentages of All Tanks	
	Oct. 24, 1952	1947-48 Season
275-gal. tanks	56.5	57
550-gal. and dual 275's	21.5	20
1,000-gal. and larger	22.0	23

James F. McMahon, partner with John Mackey in Halstead-Quinn, also in Westchester County and employing the differential, says their customers with single 275's raise virtually no objections to paying 0.5c more than neighbors with more tankage.

Westchester County will have a greater proportion of larger tanks than most because it is a high-income area.

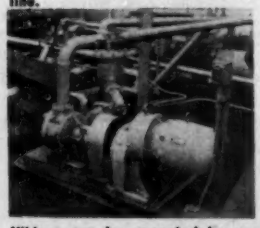
Mr. Spade has calculated that the direct delivery cost per gal. on a 200-gal. drop is about 100% more than for one of 400 gals., almost 300% more than for one of 800 gals., and about 500% more than for one of 2,000 gals. (see chart on p. 49).

Among direct expense items figuring in his calculations are driver's wages with overtime, paid holidays and other fringe benefits, and (2,000-gal.) truck operation including gasoline, oil, insurance, depreciation, garage rent and all repairs on a yearly average per-mile basis.

Incentive Plan Works — Robison and Mid-Hudson have found that their deliveries have been speeded up and carelessness reduced at delivery points and on the streets and roads by the driver bonus or wage incentive plan, operative through October-

350 MILLION GALLONS
HANDLED ANNUALLY BY SHELL OIL COMPANY TERMINAL USING VIKING ROTARY PUMPS

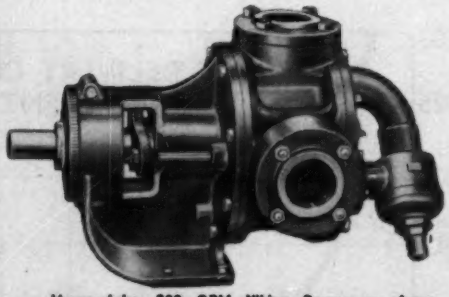
Steam is injected through copper tubing to heat oil in pump and line.



Vikings can be operated by remote control or at the tank where it is installed.

Product handling is reduced to a minimum at Shell Oil Company's Willbridge terminal near Portland, Oregon. Operating 24 hours a day, it uses eleven Viking heavy-duty pumps for blending the different oils needed to meet the season's demands.

If your business needs smooth, economical pumping, investigate Viking Pumps. To start, write for complete oil equipment pump bulletins Series R TODAY.



Heavy-duty, 200 GPM Viking Pumps as shown above, are direct connected to geared motors and used in this petroleum handling operation.

VIKING
AN HONORED NAME IN PUMPING

See Our Catalog in SWEETS

Viking PUMP COMPANY
Cedar Falls, Iowa

EFFICIENCY is watchword at the loading rack of E. Robison, Inc., Hartsdale, N. Y.

April. Also, their drivers make more money.

Under the plan, a certain amount of time is allotted for each principal step in the delivery procedure—loading, customer stops, and pumping.

Driving time is deducted so the driver won't speed. Allowance is made, too, for time necessarily consumed through circumstances not directly connected with the delivery procedure.

Thus "par" for the driver's course is established, and his "score" is determined with the aid of automatic service recording equipment on his truck. This equipment — which measures and records running, standing and pumping time—was used by Robison for improving delivery efficiency before the driver incentive plan was adopted.

The time by which a driver beats "par" is converted into a percentage of par, and the percentage applied to his regular delivery earnings for the month. Half of the extra earnings so determined are paid him right off, and half goes into a spill and damage fund.

Anything remaining in this fund at the end of the heating season, after disbursements for spills and damage to either customers' or other property, including trucks, goes to the drivers in equal shares. The fund is liable for up to $500 on a single accident. Accordingly, the drivers "police" each other.

Robison uses the following time formula for this plan (Mid-Hudson has a similar one):

Loading: 25 min. per 2,000-gal. truck

Per stop: 8 min., any size tank

Pumping: .02 min. per gal.

A typical example of use of this formula for one driver follows:

ALLOWED TIME

	Minutes
Number of loads, 2,000-gal. truck 59 x 25 mins.	1,475
Number of loads, 600-gal. truck, 5 x 20 mins.	100
Total loading time	1,575
Number of stops, 456 x 8 mins.	3,648
Number of gals. delivered, 117,591 x .02 mins.	2,352
Total allowed time	7,575

TOTAL TIME ACTUALLY USED

Net standing and pumping time	4,460
Loading, etc.	1,140
Total actual time	5,600
Total allowed time	7,575
Less total used time	5,600
Time saved	1,975

Percentage of total allowed time

$$\frac{1975}{7575} \times 100 = 26.1\%$$

The efficiency percentage, applied to $445.83 which the driver earned for the month, produced a figure of $116.36. Half of this, the driver got right away, the rest went into the spill and damage fund.

More Truck Power — Mr. Spade, firmly convinced Robison has "made it on trucking", favors a truck which gives him an extra margin of strength and pulling power. He likes a particular cab-over-engine truck, which, with gear ratio, rear end and a 501-cu. in. engine is capable of hauling the gross weight of the unit (2,000-gal. tank) up a 3% grade at 20 m.p.h. in overdrive.

This way, he says, he has a minimum of breakdowns and slow time on the road.

The 2,000-gal truck, Mr. Spade points out also, "gives us pretty near versatility" in Robison's suburban territory with its numerous high-crown, not-very-wide roads.

Robison's nearly 3,900 heating oil customers are concentrated within a 10-mile radius of its center of operations on Hastings-on-Hudson.

This, coupled with the other factors, including meter-printing of delivery tickets, liberal donations of tank-filling alarm signals by Robison, truck power take-offs geared to provide a pump shaft speed of 600-620 r.p.m., and crankshaft idling speed of 425 for a pumping speed of 60-65 gals. per min., gives Robison a delivery average of "just under 6,000 gals. per day per truck".

The company uses 11 2,000-gal. trucks, 10 on identical chassis, and a 600-gal. emergency delivery truck. Robison's annual volume is about 10 million gals. of heating oil through a bulk plant with 1.5 million gal. of tankage also supplying a few throughput dealers.

Accounting is centralized in an operation which includes two hardware stores, and two garages—two of E. Robison, Inc.'s three gasoline outlets.

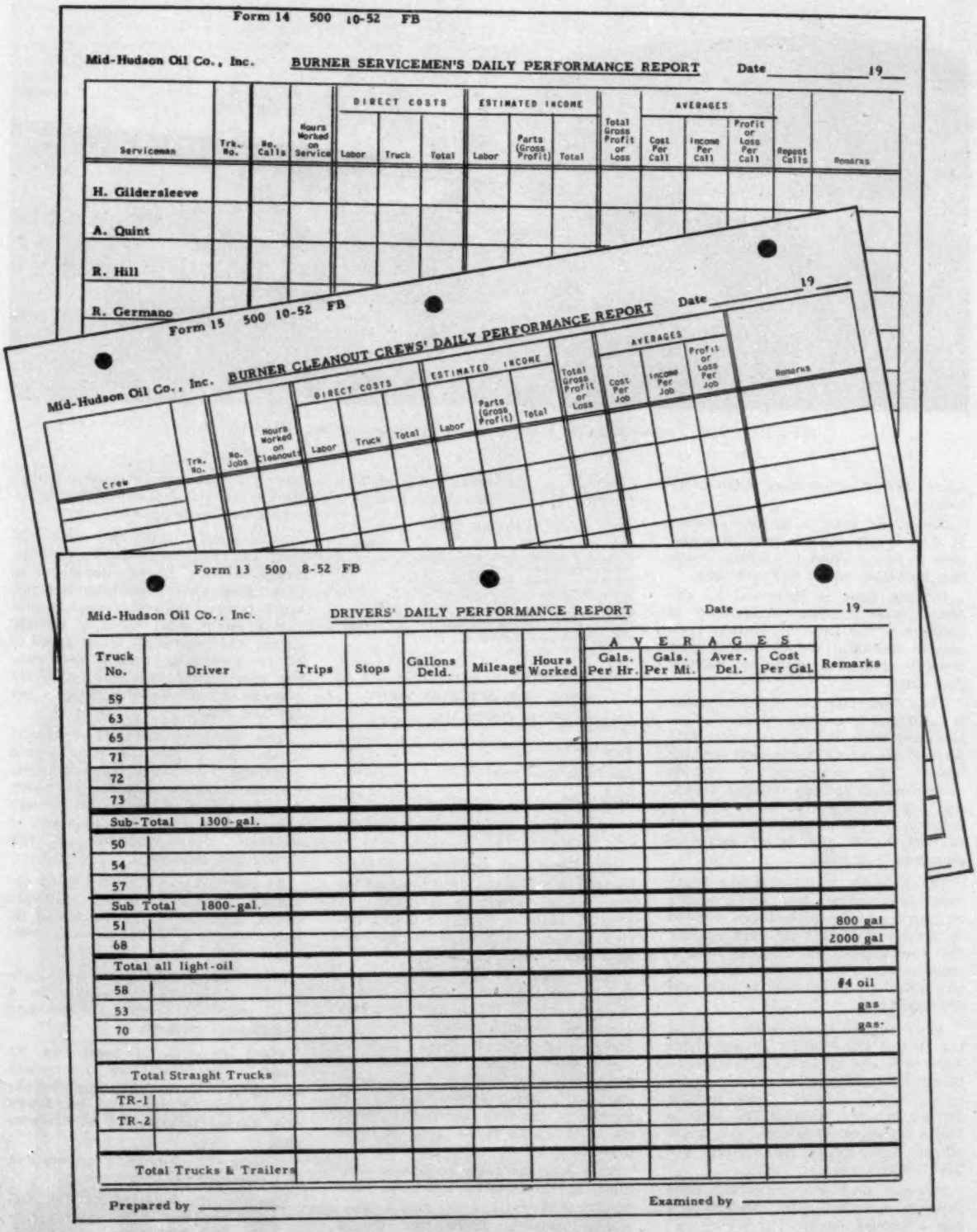
Cost Probe—Mid-Hudson, at Poughkeepsie, currently is engaged in a close study of operating costs and cost control methods.

Until recently, it made up its monthly profit-and-loss statements according to a relatively simple breakdown—gasoline, light fuel oil, heavy fuel, burner installation, burner service.

Now the breakdown is extended in this fashion:

Gasoline, in delivered volume and wholesale volume at the plant; motor oil and TBA; fuel oil, light, heavy; burners, light, heavy; burner service, light, heavy.

A detailed cost book is kept on each truck—per gal., per mile. There



Form 14 500 10-52 FB

Mid-Hudson Oil Co., Inc. **BURNER SERVICEMEN'S DAILY PERFORMANCE REPORT** Date _____ 19__

Serviceman	Trk. No.	No. Calls	Hours Worked on Service	DIRECT COSTS Labor	Truck	Total	ESTIMATED INCOME Labor	Parts (Gross Profit)	Total	Total Gross Profit or Loss	AVERAGES Cost Per Call	Income Per Call	Profit or Loss Per Call	Repeat Calls	Remarks
H. Gildersleeve															
A. Quint															
R. Hill															
R. Germano															

Form 15 500 10-52 FB

Mid-Hudson Oil Co., Inc. **BURNER CLEANOUT CREWS' DAILY PERFORMANCE REPORT** Date _____ 19__

Crew	Trk. No.	No. Jobs	Hours Worked on Cleanouts	DIRECT COSTS Labor	Truck	Total	ESTIMATED INCOME Labor	Parts (Gross Profit)	Total	Total Gross Profit or Loss	AVERAGES Cost Per Job	Income Per Job	Profit or Loss Per Job	Remarks

Form 13 500 8-52 FB

Mid-Hudson Oil Co., Inc. **DRIVERS' DAILY PERFORMANCE REPORT** Date _____ 19__

Truck No.	Driver	Trips	Stops	Gallons Deld.	Mileage	Hours Worked	AVERAGES Gals. Per Hr.	Gals. Per Mi.	Aver. Del.	Cost Per Gal.	Remarks
59											
63											
65											
71											
72											
73											
Sub-Total 1300-gal.											
50											
54											
57											
Sub Total 1800-gal.											
51											800 gal
68											2000 gal
Total all light-oil											
58											#4 oil
53											gas
70											gas
Total Straight Trucks											
TR-1											
TR-2											
Total Trucks & Trailers											

Prepared by _____ Examined by _____

FORMS are used by Mid-Hudson Oil Co. to keep management posted on burner servicing business and to check on tank truck drivers. Form shown at top of page provides a record of what each burner serviceman does each day and shows cost figures; middle form gives similar data on burner cleanout crew performance. Bottom sheet tells what each truck driver does daily and even shows the average cost per gallon delivered

is detailed "costing" on each burner job, and a daily cost book for burner service.

Mid-Hudson, whose president is Richmond F. Meyer, wants to be able to know just what its profit and loss is in each department, keep close control over operations and take immediate corrective steps where indicated.

Its more detailed breakdown, the company believes, will make closer control possible, and help it offset "some part of the continuing spiral of costs," according to Donald P. Love, vice president and secretary.

Mid-Hudson's cost-consciousness is no latter-day afterthought. Back in 1947, when it needed a new headquarters building, it chose to erect a prefabricated structure—steel paneling and girders—measuring 74 ft. x 28 ft. It used its own crew to erect the building, first having had a contractor build the foundation and concrete floor.

Quick Expansion — Since then it has added to the headquarters building and set up burner and burner parts and lubricating oil-TBA warehouses, an office and garages, all on the pre-fab basis. One warehouse occupied a contractor's crew only one day.

The headquarters building was erected in seven days, complete to plumbing, heating and air-conditioning equipment, at a cost of just $12,300. At the time, it would have cost $18,000 to $20,000 to build a slightly larger concrete block building which the company had considered.

Mid-Hudson was first in its area to use the degree-day system for cutting heating oil delivery costs and preventing emergency calls for fuel from customers.

With a $2,200,000 over-all volume of business in 1952, it employs just eight office employes, aside from dispatchers. One key to this economy of manpower lies in the fact that every principal piece of Mid-Hudson's office machinery is electrically operated.

A commercial survey team which checked Mid-Hudson's office set-up was "amazed" to find it getting so much work done with so few office employes.

But that's just one reason the company's officers are convinced that "no matter how small your operation is a distributor should have electric calculating, adding and dictating equipment and typewriters; you should have electric bookkeeping machinery if you've got 1,000 accounts, and, with 3,000 accounts, you should have electric mail addressing and postage metering and sealing equipment."

Mid-Hudson has a volume of about 8,000,000 gals. in light heating oil and 400,000 gals. in gasoline, in addition to handling Diesel, No. 4 and No. 6 fuel. But it started back in 1935 with a single 600-gal. tank truck and a 30,000-gal. storage tank. Storage now totals 8.25 million gals.

SPECIALLY EQUIPPED panel trucks of Mid-Hudson Oil Co., Inc., are used to provide quick, efficient burner service

Compact Efficiency—Even with its present volume, it handles its dispatching, degree-day and receptionist activities in space only about 25 ft. square. Part of the answer here is compact ticket-printing meter control, degree-day filing cards with signal attachments in color and an automatic (electric) degree-day recorder which accumulates degree days. For this latter piece of equipment, Mid-Hudson spent about $350. It expects the recorder will pay for itself, in saving calculating time, in four or five years.

Much as Robison has done, Mid-Hudson has given its heating oil customers tank filling alarm signals in the conviction that time saved on de-

liveries will offset the outlay. It has charged for the signals only in instances in which the consumer installations presented difficult piping jobs.

Also, Mid-Hudson sends its burner installers and service men out in trucks carefully stocked with parts and material to eliminate extra trips to the warehouse. Its panel-type service trucks are fitted with shelves and bins for orderly handling of parts and materials, and usually each has space for carrying a burner and a 275-gal. storage tank.

Rack trucks are used by Mid-Hudson for burner installation jobs. These also have shelves and bins for everything the installer will need, and are kept fully stocked.

Mid-Hudson has found that it pays, in customer satisfaction, to build a particular kind of fire chamber on installation jobs instead of employing a pre-cast chamber, although the cost runs $5 to $10 more. The "tailor-made" chamber is constructed of soft, light, insulating fire brick, which doesn't absorb heat and thereby provides quick heat.

Halstead-Quinn, with a 1951-52 volume of 3.6 million gals., mostly in No. 2 fuel, presents a somewhat unusual example of manpower economy.

One man handles its accounting and other office tasks.

Division of Duty—The partners divide duties. Mr. McMahon is responsible for fuel oil operations and administration. Mr. Mackey handles burner sales and service.

Their 1,400-1,500 fuel oil accounts are served by four drivers, three of whom switch to burner service in the off-season. Drivers are kept to regular areas, to insure familiarity with the areas' respective delivery peculiarities.

Fully 99% of Halstead-Quinn's accounts are supplied on the basis of degree-day scheduling. Also, C.O.D. purchases are actively discouraged, to save drivers' time; so are service calls other than on a service contract basis.

Tank trucks used by Halstead-Quinn for its suburban territory have capacities of 2,200 gals., 1,500 gals., 1,300 gals., and 1,200 gals.

"Instead of the 1,200-gal. truck, we should have an 1,800-gal. truck to reduce re-loading time," says Mr. McMahon.

Halstead-Quinn's heating unit sales display formerly was at its bulk plant, off a side street of Mt. Kisco, and inquiries about units by householders visiting the plant office totaled two or three a year.

Two years ago, the company erected a new headquarters building on a well-traveled street, and devoted the entire front to display purposes. Now inquiries about burners and furnaces usually total 15 or more per month, and sales have increased markedly.

One furnace always on display here is the heating unit for the building. It is used effectively as a demonstrator.

"Women, particularly," says Mr. McMahon, "are impressed with the quietness of its operation."

Halstead-Quinn, like Robison and Mid-Hudson, emphasizes geographical concentration of accounts strongly. Of its accounts, some 95% are within a 5-mi. radius of the bulk plant.

Gas Revenues Increase

NPN News Bureau

WASHINGTON—Operating revenues of natural gas companies reporting to the Federal Power Commission totaled $214,337,231 in December, 1952, an increase of 21.2% over December, 1951, receipts of $176,911,308. For 12 months ended Dec. 31, 1952, revenues aggregated $1,873,460,125 or 16.6% higher than the $1,606,864,773 received in 12 month ended Dec. 31, 1951.

FPC also said gas sales to ultimate consumers during the month were 280,265,000,000 cu. ft.

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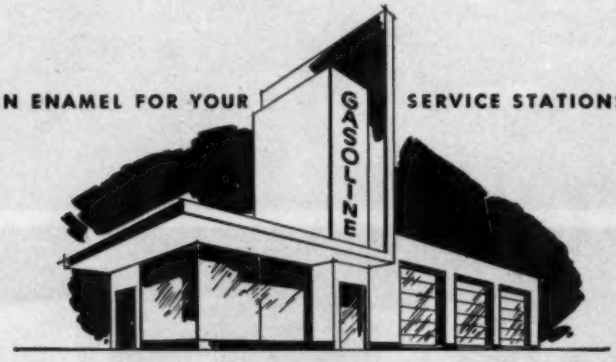

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Jobbers Unaware They Are 'In Red' On Heating Oil Sales, Study Shows

"The heating oil business in Ohio is a losing proposition, and the jobber doesn't know it."

That is the conclusion reached by Independent Oil Jobbers Assn. after preliminary study of its recent survey of jobber costs. The association (covering Ohio, Indiana and Kentucky within a 75-mile radius of Cincinnati) says the most significant point in its survey is this:

"The combination gasoline and fuel oil jobber hasn't separated his costs. He is using the profit on gasoline to carry fuel oil. At least 75% of the jobbers don't know their costs per gallon."

The association says it is "trying to educate the jobber to break his costs down," and adds: "If a jobber has in the back of his mind what it costs him to deliver fuel oil, he is much less likely to cut the price."

Table 1 shows actual cost figures of one jobber in the survey. The association says these figures are typical of others, and that actually the jobber lost money on fuel oil, since depreciation is not shown on the table. Some of the smaller jobbers had even less favorable figures.

Trucks used by the jobber include three 1,500-2,000 trucks for fuel oil (owned by the jobber), and four operated by commission agents for both gasoline and fuel oil. All were on "regular hours" of operation.

Eye on Costs — The association stresses the jobber whose figures are shown "has done everything possible" to cut costs. Among other things, he uses:

1. Tank trucks with modern equipment (electric hose reels, etc.).
2. A new bookkeeping machine.
3. A system of pre-figuring price extensions for drivers, which saves five minutes per stop. Each driver is given two tabulated sheets—for 12.9c and 13.9c—so he can read off price extensions for No. 2 and No. 1 fuel oil quickly.

Noting that in the case of this jobber the net profit on a 200-gal. delivery is 40c, the association points to the case of another jobber doing over 3,000,000 gals. of fuel oil per season whose operating cost is 2.41c per gal.

Says the association: "The fuel oil margin in Ohio is generally 2.5c per gal. We don't see how anyone can deliver to homes for less than 3c. Jobbers are getting more than that in some parts of the country."

The Problems — One association member outlines some of the headaches this way:

"It's the unpredictable part of the fuel oil business that causes trouble. A jobber might deliver only 200,000 gals. in one warm month. But he might have been required to deliver 300,000 gals. So if the weather is warm we have equipment not used to capacity. And if it's cold, we can't handle the rush. With rising costs of labor, we can't afford to pay our drivers.

"Also, we have a 40-hour week with time and a half, and now the drivers are asking for a 15c increase. We could save money if we laid them off in the summer, but you can't lay them off. New men make mistakes. It takes a driver six months to get used to making deliveries, and it costs money to break him in.

"Another point is that our accounts here are not concentrated. We can't move from door to door the way they do in some areas. And then we have gas competition that's cheaper than oil."

The jobber sums up by saying, "I thought I had a good deal on fuel oil, because I could absorb slack gasoline business in winter by handling fuel oil. But when you get beyond the point where you can absorb the gasoline slack with the same office help and equipment—there's where you get into trouble."

Oil Burner Shipments Total 781,406 in 1952

Factory shipments of oil burners totaled 781,406 in 1952, according R. H. L. Becker, managing director of the Oil-Heat Institute of America, Inc. Of this total 744,440 residential oil burners and 36,966 commercial-industrial burners were shipped, Mr. Becker reported.

A breakdown, in percentages, of the distribution of all types of commercial-industrial oil burners is shown in the following table:

New England	17.47%
Mid-Atlantic	41.02%
South-Atlantic	2.05%
Mid-West	20.51%
South-Central	1.03%
Mountain	.51%
West Coast	17.41%

Distribution of residential conversion burners, boiler burner and furnace burner units by percentages shows:

New England	13.7%
Mid-Atlantic	29.3%
Mid-West	40.5%
South-Atlantic	6.6%
South-Central	1.1%
Mountain	3.4%
West Coast	5.4%

Of the 744,440 residential type oil burners shipped in 1952, 69.5% were conversion burner units, 22% were furnace burner units and the remaining 8.5% were boiler burner units, Mr. Becker said.

"A year-end survey of manufacturers," Mr. Becker stated, "indicates a 5% or 10% increase in shipments during 1953 over 1952."

TABLE 1

One Jobber's Costs for Fuel Oil

Major Brand Distributor—Southwest Ohio
Calendar Year 1952

	Gasoline	Fuel Oil*
Gallons sold	2,400,006	1,396,004
	Cents Per Gal.	Cents Per Gal.
Office	.50	.50
Bulk plant	.10	.20
Sales	.27	.29
Truck operation	.20	.40
Driver wages	.18	.42
Administration and other	.37	.49
Rent (station)	.50	
Total cost per gal.	2.12	2.30
Margin	2.60	2.50
Net profit per gal. before taxes	.48	.20

* Includes No. 1 and No. 2 fuel oil.

TABLE 2

Cost of Operating Fuel Oil Truck

(Hypothetical Case Based on 1952 Costs)

Cost of 1,500-gal. truck itself	$5,200
	Per Year
Depreciation	$1,300
Insurance	150
License	150
Gasoline and oil	320
Tires and repairs	390
Total cost of operation for one year	2,310

If one driver hauls:	400,000 gals. Cents Per Gal.	500,000 gals. Cents Per Gal.
Operation of truck	.0057	.0046
12-month salary of $6,330	.0099	.0066
Total operating cost	.0156	.0112

TRANSPORTATION TOPICS

Defense of Tank Truck Safety Record Brings Prompt Action from Advertiser

By Holger Ridder, *NPN Transportation Editor*

William H. Pritchard, president of Coastal Tank Lines, York, Pa., and also president of National Tank Truck Carriers, Inc., and Manning W. Heard, vice president, Hartford Accident and Indemnity Co., have proved that at least in some instances, silence isn't golden.

In February, Hartford Accident and Indemnity Co. of Hartford, Conn., published an advertisement designed to illustrate how quickly explosions, fires, etc., can wipe out the assets of an individual or company. Among the illustrations was one showing a tank truck exploding on a street.

Mr. Pritchard acted quickly and in a letter to Paul Rutherford, Hartford president, criticized the use of such an illustration, pointing out the harm it can do to the oil industry and its remarkable safety record (NPN, March 25, p. 62).

The reply Mr. Pritchard received from Manning W. Heard, Hartford vice president, is gratifying and indicates the kind of results which can be obtained when the effort is expended to call the attention of the right people to the harm which some action, policy, statement, advertisement, etc., can do to an industry or a group of companies.

In his letter to Mr. Pritchard, Mr. Heard writes:

"Your letter of March 9 prompted by our recent advertisement . . . was referred to me. It has received our most careful consideration and has also been brought to the attention of our advertising agency and our advertising manager. Since a fundamental purpose of our advertising program is to build goodwill for our company, we quite naturally regard an adverse reaction such as yours with genuine concern.

"After discussion with those responsible for the preparation of the display in question, I am satisfied that the illustration which you have protested, while unfortunately selected, was certainly not used with any intent to reflect upon the safety of tank trailers. Such an interpretation was simply not foreseen.

"Our purpose in connection with the line of insurance our advertisement features was to make apparent some of the general hazards which the policy covers. The problem of illustrating the explosion hazard was especially troublesome; several possibilities were considered and that selected was chosen principally because of its dramatic character.

"All of our ads are carefully scrutinized in several quarters before they are released for publication. In this instance the display was approved at our advertising agency, by our advertising manager, in our underwriting and claim departments and by our advertising committee. In short, it was examined by at least a dozen people who through past experience are alert to guard against such a situation as has arisen in this case. Yet apparently no one anticipated that this advertisement might be construed as a disservice to tank trailer transportation. I believe this in itself is evidence that while we are concerned with the dangers of explosion, we have no thought whatsoever that there is a special explosion hazard inherent in the vehicles which transport explosive materials. In fact, as insurers we are fully appreciative of the efforts and accomplishments in the interest of safety which your industry has made.

"Additional appearances of our advertisement in other publications are scheduled for the next few months, and as a demonstration of our sincerity in this matter, we have arranged for a change in the illustration of the explosion hazard. Also, everyone concerned with our advertising will henceforth have your constructive criticism fully in mind in the preparation of future displays. We are always anxious to be informed when anything we publish is regarded unfavorably by those who read it and we do appreciate your having written us in this instance."

Here is an illustration of where the end result of a company's advertising activities may be open to criticism.

Engineered · Enameled · Erected
BY
ERIE ENAMEL

Phillips Service Station
Park and Lovell, Kalamazoo, Mich.

Erie PORCELAIN ENAMEL ®

THE ERIE ENAMELING COMPANY
1403 W. 20TH ST. • ERIE, PENNSYLVANIA

but the motive which prompted the final ad can hardly be questioned. Yet, had not Mr. Pritchard's letter been written, other ads of a similar nature, or even more serious, might have appeared for general consumption.

Tank truckers owe Mr. Pritchard a vote of thanks for taking up the cudgel on their behalf, and Mr. Heard and Hartford Accident and Indemnity deserve a bouquet for accepting the criticism the way they did and for taking the necessary steps to avoid a repeat performance.

* * *

Reo Motors, Inc., is coming out with its second engine designed and built specifically for LP-gas. The new power plant is available as an option in Reo's new F-20 series and develops 100 horsepower at 3,400 r.p.m. Reo says the F-20, with a gross vehicle weight of 16,000 to 18,000 lbs., is "an ideal unit on which to mount a 1,200-gal. LP-gas delivery tank."

* * *

The Turner Turnpike — between Oklahoma City and Tulsa—opens April 17 and will introduce a new wrinkle in turnpikes. That is, it's new so far as we know.

Companies apparently will be permitted to have credit accounts with the turnpike commission. Under this system, charge tickets will be used in lieu of cash and the companies will be billed monthly for toll charges. The charging of tolls may be practiced in other states by large volume users of the pikes, but the Oklahoma venture seems to have gone all out. There the credit set-up uses the following discount schedule:

Monthly Billing

Classification	From	To and Including	Discount Rate
1st	$	$ 500	0%
2nd	$ 500.01	$1,000	3%
3rd	$1,000.01	$2,000	6%
4th	$2,000.01	$3,000	9%
5th	$3,000.01	$4,000	12%
6th	$4,000.01	$ up	17%

Rail Rate Hearing Postponed

NPN News Bureau

LOS ANGELES—Further hearing of tank truck operators case against new reduced railroad rates on petroleum products in Southwest has been postponed until April 20.

U. S. District Judge William C. Mathes, who has been expected to issue a ruling on truckers request for permanent injunction on basis of hearing here, indicated he preferred not to sit alone in rendering this decision. Meanwhile, a three-judge panel has been selected by Chief Judge William Denman of U. S. Ninth Circuit Court of Appeals to review the dispute arising from Interstate Commerce Commission decision allowing railroads to cut rates. Members are Judges Mathes, James M. Carter and Albert Lee Stephens, latter being a member of Circuit Court of Appeals.

The three-judge panel will (1) decide whether to continue or vacate injunction pending review of case and (2) hear truckers-railroads dispute. Latter hearing may start April 20 or be scheduled later.

Shell Terminal Fire Destroys Loading Rack

LOS ANGELES—Shell Oil's Los Angeles terminal loading rack and two "clipper" gasoline semi-trailers were completely destroyed by fire last week. The truck terminal will be out of business two months, Shell said. Meanwhile, shipments will be made direct from Wilmington by trucks.

Shell said neither the amount of damage nor cause of the fire has been established yet. Newspaper reports said a spark from hose nozzle ignited gasoline as three trucks were being loaded at the rack. One truck was saved when Driver Bill Fleming immediately drove it away as the blaze flared.

ADD *this* PAYLOAD BUILD-UP *to* YOUR PRESENT TANK!

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Low Cost Conversion. Quick Service. We Handle Any Type Transport. All Jobs Engineered to Your State's Maximum Weight and Length Limitations.

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Preventive Maintenance at Lower Cost

By TOM W. LAUER*
White Motor Co.

Millions of miles of road experience have proved that the soundest approach to reduced operating costs today is a four-point program which "wraps up" and co-ordinates the controllable and somewhat uncontrollable factors which constitute vehicle maintenance cost. These four points are simply:

1. Improved driver relationship and co-operation;

2. Proper preventive and repair maintenance;

3. Modern tools and equipment;

4. Co-operation of and with the vehicle manufacturer. . .

Glorified preventive or repair maintenance programs, driver educational programs, improved facilities or expensive capital outlays are not "cure-alls." Only the careful co-ordination or dove-tailing of suitable necessary programs contributes toward lower vehicle maintenance costs. The four points I have introduced may not be applicable in their entirety to every operation but they will contain contributions helpful in every case—to the large, medium or individual truck owner, alike.

The first point of improved driver relationship and co-operation is an area which everyone has been conscious of but has not been in all cases fully developed or explored. . . Establishing driver responsibility has long been recognized and understood. However, certain intangible psychological factors have been for the most part treated lightly. These intangibles have rewards in profit dollars. A few are:

1. Encouraging clean habits both inside the cab and personally.

2. Providing or requiring suitable dress for uniformity throughout the operation, especially as the driver is the only direct contact most of the public has with the industry. Many firms call him a driver-salesman.

3. Wherever possible, confining driver assignments to one and the same vehicle.

4. Periodic meetings with drivers which are conducted as a "two-way street" so that drivers not only have the benefit of management thinking but vice versa.

5. Minimize down time by preventing the driver from being inarticulate, giving him a chance to talk about his vehicle. Have a plan or means to utilize the driver's intimate knowledge of his equipment.

We should reach for the same point of efficiency with driver personnel that is apparent in the modern repair shops with shop personnel developed over the years by the encouragement of orderly work habits and clean working points. . .

The assignment of drivers to the same vehicle is a vital factor in cutting costs. It provides management with an opportunity to obtain suitable records which indicate and set up comparisons in operating costs by drivers and ties operating costs by vehicles down to more concrete standards. Again, an intangible reward becomes more apparent and meaningful, as individual assignments produce pride in equipment appearance.

Driver Incentive—Too, there is a friendly competition that encourages good housekeeping. There is a better driver attitude towards your valuable equipment, not to mention the driver's insistence upon a higher grade of workmanship from maintenance mechanics. The self-disciplining features of this practice have encouraged many operators to review their scheduling of equipment to achieve these added dollar savings. . .

There are many preventive maintenance plans—some more effective than others—but basically they are all in common in that they are designed to accomplish the same purpose: that of assuring dependable transportation service at low maintenance costs.

First, we must plan a preventive maintenance program that considers the vehicle operation rather than attempts to service all trucks in exactly the same sequence. *Over-servicing* or *under servicing* are two items which seriously affect our costs in either case.

Regardless of the make or model, all trucks have parts and assemblies whose functions are similar in spite of individual design characteristics. Therefore, all truck maintenance plans must contain the same inspectional procedures or checking processes. In other words, engines, transmissions, rear axles, clutches, etc., are common in the function of all automotive vehicles and it is reasonable that all preventive maintenance systems must use similar inspectional operations. The basic difference in preventive maintenance systems is establishing *when the inspections should take place and what the expectancy periods are.*

Although it is difficult in fleet maintenance to separate preventive maintenance and repair work as it has been done in the commercial preventive maintenance field, for best results, if it is not practical to distinguish between mechanic assignments then at the very least there should be a separation made in the records. We all recognize that truck parts and assemblies have individual life expectancies which are dependent upon wear-resisting abilities, inherent design features which provide and maintain lubrication of essential parts, as well as the capabilities of cleaning devices such as air cleaners, oil filters, etc., to insure their effect in contributing to longer life.

Know Parts Limits—A definitely economical program bears this in mind so that the preventive maintenance schedules and inspectional procedures are all grouped into dependability classifications for insurance against over or under-servicing. Only experience and knowledge of individual, dependable mileage limits of parts spell a successful, economical preventive maintenance program because of variations in annual mileage and individual transportation problems. Preventive maintenance schedules require flexibility allowing additional or less inspections depending upon such variabilities. However, the safe limits of maximum life expectancies should be observed so that each group will be assured adequate attention periodically.

The dangers of unsound preventive maintenance programs are the burdensome detail placed upon the operators. In this respect, a scientifically designed program will go a long way to assure co-operation of the operators upon whom, in the final analysis, the success of an operation is dependent. Operating budgets, pro-

*Partial text of paper presented at transportation and maintenance meeting, Society of Automotive Engineers, Southern California Section, Feb. 19.

tection of capital investments and a policy regarding equipment retirement all play an individual vital role in the success of such a system. . .

Our experience shows that there are five basic groups of inspection procedures which divide over 70 preventive maintenance operations into a probable, reasonable, comparable life. These are:

Group 1—Lubrication, including minor service attention.
Group 2—Frequent interval attention items.
Group 3—20,000-mile maximum attention items.
Group 4—40,000-mile maximum attention items.
Group 5—50,000-mile maximum attention items.

Group 1—The first consideration due to safety of the vehicle and life of key units is lubrication and minor service operations such as checking of oil level in the engine, transmission and axle, checking water in the radiator, battery levels, wipers, mirrors, lights, signals, tires, draining air reservoir, etc. This is approximately a one-hour labor inspection. This inspection is recommended every 30 days for low mileage annual operations and at a maximum of 2,000 miles for the over-the-road carrier. If the operation is unusual, such as possibly dirt conditions on a construction project, then lesser mileages or more frequent inspections might prevail to assure the service life inherently built into the vehicle.

Group 2—Includes frequent interval attention items not only individually but their relationship to each other such as ignition and lighting systems, fuel and cab heating systems, clutches, brakes, wheels and rims, etc. In all there are 28 operations requiring approximately 2½ man-hours. To speed scheduled maintenance two men can be used as long as individual assignments do not conflict. Indeed, this is often the determining factor in obtaining maximum use of specialized equipment such as a lift. Many operations can be readily performed on the floor away from the lift area. The type of operational use of the vehicle determines the frequency of this inspection group.

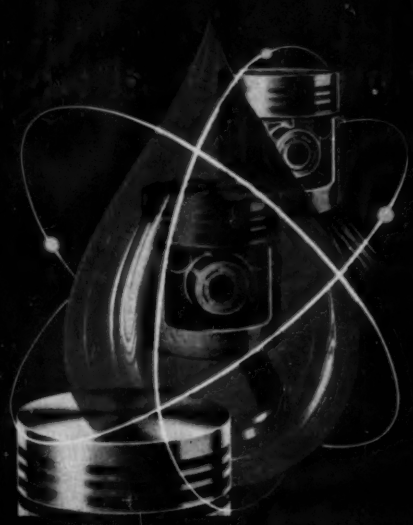
Group 3—20,000-mile maximum attention items include 12 specific operations such at tightening a vibration damper, checking king pin wear, springs for broken leaves, center bolts and tightening U-bolts, etc. Four and one half man-hours are usually required and again we speed up the scheduled maintenance by proper use of personnel.

Group 4—40,000-mile maximum attention items include 25 specific items such as adjustment of gear shifting linkage, checking with analyzer, checking exhaust system, brake lining, wheel cylinders, etc. Generally this group requires from 10 to 14½ man-hours.

Group 5—50,000-mile maximum attention items, which in addition to certain items called for in previous schedules, include six specific addition items such as checking of axle center, tooth contact, back lash, and checking of transmission gears and bearings. This group requires a maximum of 29 man-hours, including removal of such units for exchange or repair.

It should be helpful to have an estimated cost of total labor involved in servicing a particular truck for a period of one year, especially in light of the increased possibilities of guaranteed work week and minimum wages. Therefore, with these developments comes the scheduling of work through the repair shop for efficient employment of repair personnel. The flow and control of this

Radioactivity used to prove superiority of



Oronite
Lube Oil Additives

Oronite, a major producer of Lube Oil Additives, employs advanced radioactive tracer techniques to achieve superior performance from the Additives it markets.

You will also find Oronite Additives offer important savings in treating costs because of the high quality detergent and inhibitor chemicals from which they are made. And you can always be sure of uniformity in your finished oils.

Why not talk your problems over with us? An Additive specialist will call on you on request. Phone or write the nearest Oronite office.

ORONITE CHEMICAL COMPANY

ORONITE CHEMICAL COMPANY

repair work determines to a large degree the cost per mile of truck operation. The outlined grouping of realistic, dependable service expectations approaches the profitable efficiency in scheduling of preventive maintenance and repair work.

Planned preventive maintenance has been recognized as beneficial and a further benefit is available in *planned repairs and replacements*. Many maintenance men, unfortunately, believe that valuable mileage is lost unless units are new until failure. However, the loss of value of many otherwise useable parts ruined in outright failure, the added expense attached to road failures and the loss of savings by repair down times have helped to influence progressive operators' thinking.

Mileage Limits Vary—The major disadvantage affecting general acceptance of planned exchange, repairs or replacements is that dependable unit life in terms of truck mileage is often unknown through lack of the manufacturer's co-operation and failure of operators to maintain accurate, adequate records on unit failure. It is difficult to predict dependable mileage limits for all assemblies in all models and makes of motor trucks. However, we believe there are certain accepted mileages associated with units which can be used as a starting point for minimum mileage and as accurate records are developed, maximum additional mileage limits can be established for the variables of each operation. Following is a table of general limits:

1. Engine unit exchange at 120,000-mile minimum to 150,000 maximum.
2. Water pumps, carburetors, engine governors, starter, generators, and clutch unit exchange at 50,000 miles maximum
3. Fuel pumps unit exchange at 20,000 miles maximum.
4. Voltage regulator unit exchange at 25,000 miles maximum.
5. Distributor unit exchange at 75,000 miles maximum.
6. Transmission unit exchange at 75,000 miles minimum to a 100,000-mile maximum.
7. Rear axle center unit exchange at 150,000-mile minimum to 200,000-mile maximum.

We believe that this type of planning for economical exchange and repairs will provide 75% of all repair steps throughout the vehicle life. The other 25% of total repair requirements such as brake-lining, springs and clutches where life even in known operations cannot be reliably predicted is already provided for in the preceding preventive maintenance five groups. . .

The third point—modern tools and equipment—is important from the standpoint that labor is an increasingly expensive repair shop cost and

the improvement of individual worker efficiency along with obtaining increased volume or productivity are means of attaining a balanced relationship in operating costs. The size of operation, concentration or spread of fleets and existing shop facilities all play important parts in the consideration of tooling and equipment. For large volume, concentrated operations, the employment of specialized tooling such as chassis dynamometer, frame and axle straightener, twin post lifts, large 60-ton press and lubritoriums are a definite advantage. The medium or small volume operation cannot afford to be without the piston grinder, clutch rebuilder, electric impact wrenches, engine analyzer and wheel balance equipment.

Traveling Shops—Scattered fleets limit the feasibility of fleet-owned repair shops equipped with expensive equipment, replacement parts inventories and special service tools. However, in this connection there is a growing trend to the use of traveling shops-on-wheels that have such equipment as jacks, compression gauges, stands, cam dwell tachometers, vacuum gauges, wheel balancers, air compressors, vise, work bench, impact wrenches and suitable cabinets or racks for various small tools and parts storage.

This arrangement, where applicable, allows preventive and repair maintenance work to continue, often saving dead-heading trucks to main shop facilities or saving down time where fleet shops, dealer or branch facilities are not readily available or adequate. More often than not they conform to a regular scheduled route to prevent excessive costs brought on by becoming "firemen" running from one emergency to another.

Actually the type of work that can be performed is only limited by the number and kinds of tooling or equipment available. Shop operations can be made more productive. . . In many cases the volume of repair work does not justify capital expenditures for special tooling by the fleet operator and in this area the vehicle manufacturer should be prepared to lend the necessary assistance through dealer, distributor and branch development of proper facilities. . .

Capital tied up in excessive tooling or special equipment takes as much away from over-all operating costs as insufficient tooling contributes to increased expense. There are over 40,000 fleets with more than 10 vehicles and at least 85,000 fleets under 10 vehicles. The specific problems of each type of operation call for a thorough analysis of the tooling and equipment needs.

In most cases . . . the vehicle manufacturer is prepared to offer assistance in surveying the relationship

Like Water Off a Duck's Back!

Like the proverbial duck's back, lubricating greases can be made to shed water completely. Lots of grease has been sold by showing how it floats around in boiling water, completely impervious.

However, this example of "floating" doesn't explain what happens to the water which is not absorbed. Actually, this water is trapped inside the bearing where it is brought into contact with the metal surface, causing rust and corrosion!

So, what you *need* in water-resistant lubricating greases is not complete shedding but a *controlled water resistance* . . . the ability to absorb minor quantities of water without disintegration or excessive softening.

This absorbent quality is found in our

TEMPERVIS

a fine, mixed-base grease, especially developed for its controlled water-resistant properties. TEMPERVIS has been field-tested in actual service for several years.

In addition to its water resistant properties, TEMPERVIS has a high melting point, smooth texture, and good gunnability which makes it a fine general purpose gun grease. It is available in all size packages in NLGI consistencies, 0, 1 and 2, either under the well known Wanda Label or under your private brand.

"One of many fine greases, available from . . .

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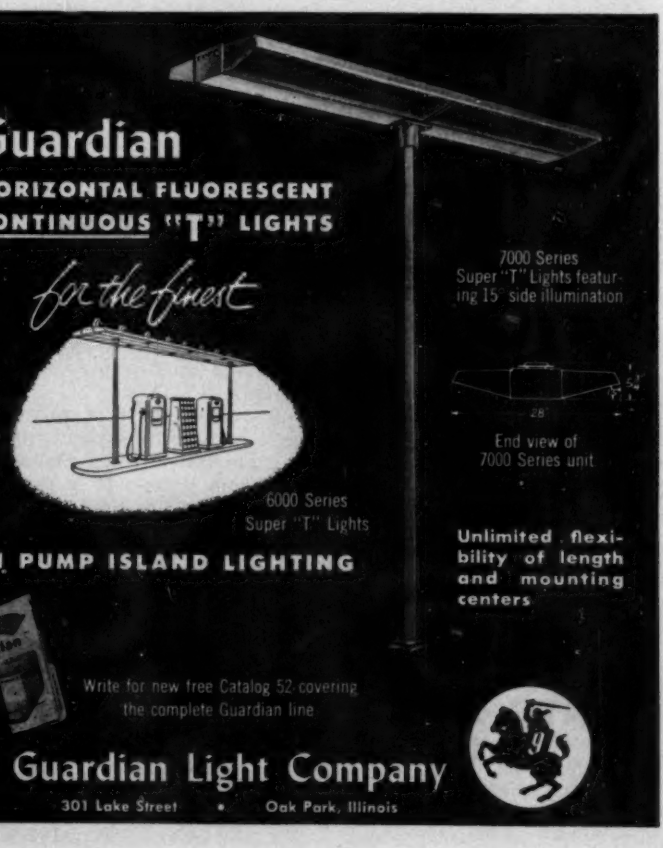

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of service facilities, equipment and tooling for operations individually based upon the need.

The fourth and final point covers the co-operation with and of the vehicle manufacturer. This is an area which can contribute the fastest possible way to lower maintenance costs. . .

Maintenance Aids—Service training activities, availability of field service engineers, analysis of service requirements in facilities and equipment, availability of specially designed service tools which bring factory labor-saving methods to the field, service manuals, repair shop facilities, and parts replacement planning are all individual subjects which the vehicle manufacturer attempts to coordinate with your operational needs. Your insistence and co-operation bring about further developments and tailor existing applications more completely to your requirements and conditions. . .

Many times printed or mimeographed service bulletins are released to operators where they readily find their way to the "round file" or the service department's little-used bulletin books. We encourage the use of these bulletins as subjects for periodic mechanic meetings as they may answer a definite question, and better-informed mechanics help to lower maintenance costs. This also applies to maintenance manuals and special tool manuals.

Too, most manufacturers have available flat rate or time studies of repair service operations which can be of help to the operator in determining individual worker efficiency.

All of these programs so readily available through manufacturers, we believe, are developed with one basic purpose in mind—to improve the success of a company's product in the service of the customer. This can be accomplished by constant teamwork of manufacturer and user—by the use of the modern tools and equipment available today—by proper preventive and repair maintenance—and, so important in every case—by improving driver relationship and co-operation.

Oil Pipe Line Revenue Is Up

NPN News Bureau

WASHINGTON — Fifty-five large oil pipe line companies each having annual operating revenues of more than $500,000 reported transportation revenue in 1952 of $528,566,367, according to the Interstate Commerce Commission. This was 7.6% greater than the 1951 total of $491,422,315.

The companies also reported 3,330,092,465 bbls. of oil originated on line and received from connections in 1952, up 5.3% from the 1951 total of 3,162,965,942 bbls.

ABOUT OIL PEOPLE

STUDYING COMMITTEE REPORT at Illinois Petroleum Marketers Assn., were directors (standing, left to right) S. D. Schilling of Belleville; George Oehler of Elgin and E. H. Davis of Avon, all new board members, and (seated) Karl D. Friend of Chicago and Harold J. Sonntag of Mendota

Mr. Carter

Mr. Martin

Ross N. Carter, manager of Mid-Continent's Chicago division since October, 1945, has retired and will be succeeded by **J. E. Martin,** assistant division manager.

Mr. Carter is a native of Arcadia, Ind., and has spent his whole business life in oil marketing. He joined Mid-Continent in 1928 as special representative. Before Mid-Continent, he was with the marketing departments of a Socony-Vacuum predecessor company, Sun Oil, and Tidewater.

The new division manager was born in Columbus, Kans., and has been in the oil business since 1927. He has worked in various capacities with both Independent jobbers and major companies, and in 1945 joined Mid-Continent as a lubrication engineer. Mr. Martin was made assistant division manager at Chicago in 1949.

* * *

Since the first of the year, **Albert Spillers,** Spillers Oil Co., Bastrop, La., has installed larger storage tanks at three of his service stations.

A GET-TOGETHER at recent convention of Illinois Petroleum Marketers Assn., includes these board members (left to right) Jack Sweney of Peoria; Gale Morrison of Marion; Clyde O. Lyddon of Rockford and Frank Ford of East St. Louis

HONORARY LIFETIME DIRECTORS of Illinois Petroleum Marketers Assn., J. T. Kelly (right) of Altona and William Breitwieser (center) of Belleville are congratulated by P. M. Reece of Brownstown (left) and Clyde Carson (standing) of Dixon

DISTRICT VS. DISTRICT fights for increased sales in 1953 were set up as a humorous feature of Shell Oil's Los Angeles division sales meeting. Managers of the eight districts were paired off to depict four fields of rivalry. Standing, left to right: J. L. Wadlow, West Coast general sales manager; Bob Carr of San Bernardino; Steve Taylor of San Diego; Lorin Crosby of Phoenix; Ed Paull of Tucson; M. M. Devine of Burbank; George Hart of Wilmington; Ray Russell of Santa Monica; Don Morgan of Los Angeles; and R. D. Stetson, Los Angeles division manager. Others participating as speakers or contest managers, are, seated, left to right: Fred Stewart, aviation sales manager; Charles Acker, assistant division manager; David Clark, special products manager; H. H. Black, retail sales manager; Thomas Dunlop, lube oil department manager; Pat Fitzgerald, commercial department manager (San Francisco); Cap Phelan, fuel oil manager; Joe La Brie, since named Phoenix district manager; and Dan La Mont, real estate manager

D. A. Pierce, owner of Pierce Oil and Supply Co., Moberly, Mo., plans to relocate his warehouse and bulk plant to a site outside the city limits.

Before entering the oil business in 1946, Mr. Pierce had spent 15 years as a college football coach.

* * *

Donald J. Hughes is now assistant advertising manager for Tide Water's eastern division, with headquarters in New York City.

Mr. Hughes is former export advertising assistant.

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W. R. Williams recently was named a member of the board and chairman of the management committee for Smith Oil & Refining Co., Rockford, Ill. He continues to hold his former posts as assistant to the president, Stanton K. Smith, and manager of wholesale sales.

* * *

Mr. Mitchell

Sam Mitchell, who retired from Shell Oil Co. at Minneapolis, Jan. 1, 1952, following illness, visited with old friends at the recent convention of the Iowa Independent Oil Jobbers Assn. in Des Moines. Mr. Mitchell, who served as manager of Shell's fuel oil sales in the Twin Cities for 14 years, is one of the best known and most popular oil men in the Upper Midwest.

Before going to Minneapolis in 1938, Mr. Mitchell was district manager at Des Moines, where his daughter now resides, and that is the reason he selected Des Moines as the place to retire.

Mr. Mitchell reports that he feels fine, eats "like a horse," but hasn't learned to loaf and wishes he could go to work. He is still an ardent reader of NATIONAL PETROLEUM NEWS.

His son, **Francis W. Mitchell,** is a partner in a jobbing firm, the Taconite Oil Co., at Virginia, Minn.

Clarence R. Halleran, partner, Penn Supreme Oil Co., Pittsburgh, Pa., retired the first of the year and is now on a trip to Florida. He recently returned from a tour of Europe.

Raymond E. Johnson is active partner in the Penn Supreme company.

* * *

Edward P. Stumpf, a jobber in Lancaster, Pa., owns an athletic field which he opens to high schools and the Interstate League for baseball and football. Mr. Stumpf claims that his field is a valuable advertisement and is proud that George Kell of the Boston Red Sox and Nelson Fox of the Chicago White Sox played at his field.

Mr. Stumpf organized his company in 1918 and his four sons are now in business with him.

* * *

"Oil Woman of the Year" will be selected at the International Petroleum Expositon in Tulsa in May, under the auspices of the Desk and Derrick Clubs of North America.

Members of the judging panel include **Dr. Gustav Egloff,** Universal Oil Products, DesPlaines, Ill.; **Paul Endacott,** Phillips Petroleum, Bartlesville; **W. H. Garbade,** Deep Rock, Tulsa; **W. S. Hallanan,** Plymouth Oil, Pittsburgh; **R. B. Kahle,** Eastern States Petroleum, Houston; **R. W. McDowell,** Mid-Continent Petroleum, Tulsa; **T. S. Petersen,** California Standard, San Francisco; **Frank Porter,** Fain-Porter Drilling, Oklahoma City; **E. L. Shea,** Ethyl Corp., New York; **L. S. Wescoat,** Pure Oil, Chicago and **Mrs. Dollie Radler Hall,** consulting geologist of Tulsa.

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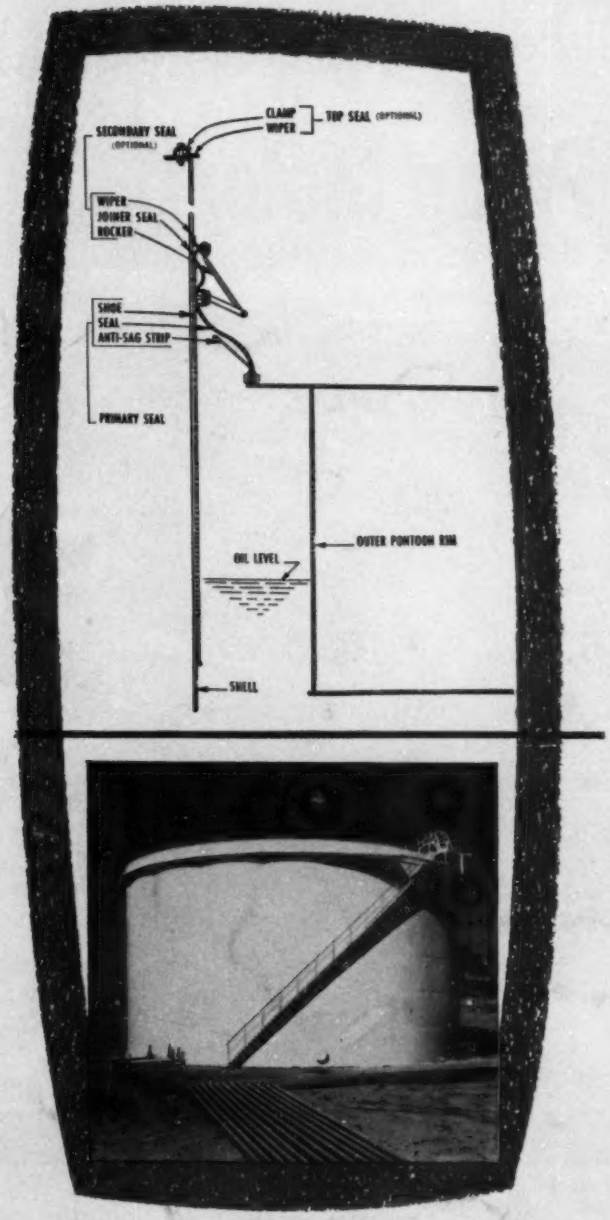
the important factors in **floating roof design**



Triple seal Protection!

top seal—stops vapor losses when roof is operating in upper 3 feet of tank. You get full tank capacity without increasing shell height. A patented Wiggins exclusive feature.

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- uncluttered with framework, easy to inspect

Drainage

- complete, clean drainage assures protection against peeling of paint, rusting, and dangerous accumulation of water

Strength

- roof designed to take *all loads* to which it may be subjected with a better than normal safety factor

Capacity

- full use of tank capacity for in and out storage

Only Wiggins floating roofs meet every important design specification

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